

NO. 34 ★ DEC 2023

OUR PRICE \$9.99 CHEAP!

CLEARANCE

\$5.99

MAD

TINKERS WITH TOYS!



Out-
beaches
OTHER
Mens!



Barbie's Dud Date

What He Lacks in Genitals,
He Also Lacks in Brains!

Alfred

Mauliboo

MADMAG.COM

MAD SELL

FOR AGES 8+ *ALL ECCH-ESSORIES MIGHT NOT BE INCLUDED. SEE BACK OF BOX FOR THE UGLY DETAILS.



MAD

NO. 34 DECEMBER 2023

WILLIAM M. GAINES FOUNDER

SUZY HUTCHINSON ART DIRECTOR

BERN MENDOZA ASSOCIATE ART DIRECTOR

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- 02** Barble Movie Tie-Ins That Never Were, MAD #463, Mar 2006
04 Rules for Games the Way They're Really Played, MAD #312, Jul 1992
07 A MAD Look at LEGO, MAD #532, Apr 2015
09 MADical Mystery Dept., Scrabble Champion Hospitalized After Consonant Vowel Movements
13 Teen-Rage Moolah Nitwit Turtles! (MAD Movie Parody), MAD #298, Oct 1990
17 Things We'd Like New Hello Barble to Say, MAD #537, Feb 2016
18 One Day at the Beach, MAD #120, Jul 1968
19 Toys "R" You Catalogue, MAD #285, Mar 1989
22 The MAD World of Yo-Yos, Part I: In the Beginning, MAD #379, Mar 1999
23 Spy Vs. Spy Vs. Spy, MAD #77, Mar 1963
24 The Boy and His Toy, MAD #49, Sep 1959
26 A MAD Peek Behind the Scenes at Pee-Wee's Playhouse, MAD #273, Sep 1987
28 MAD Celebrity Madballs, MAD #269, Mar 1987
29 Juggles the Juggling Juggler Who Juggles, MAD #484, Dec 2007
30 MAD Playgrounds That Prepare Kids for Adult Life, MAD #50, Oct 1959
33 Unofficial Yo-Yo Tricks Every Kid Knows, MAD #297, Sep 1990
34 What to Do with Your Yo-Yo When the Fad Dies, MAD #379, Mar 1999
36 The MAD World of Yo-Yos, Part II: An Idea Gone Bad, MAD #379, Mar 1999
37 Spy Vs. Spy, MAD #184, Jul 1976
38 MAD Visits Coney Island, MAD #36, Dec 1957
40 Political Action Figures, MAD #8, Aug 2019
42 South Park Toys and Products Coming to a Toy Shelf Near You!, MAD #371, Jul 1998
46 Play Pictionary with the MAD Artists, MAD #284, Jan 1989
48 Why the Lego Man Was Made for Hollywood, MAD #526, Apr 2014
50 The Lighter Side of Toys, MAD #212, Jan 1980
55 Barble's "Dear John" Letter to Ken, MAD #441, May 2004
56 MAD's Puzzle Page, MAD #100, Jan 1966

CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots

INSIDE BACK COVER A MAD Fold-In by Johnny Sampson

VARIOUS PLACES Drawn Out Dramas by Sergio Aragonés

COVER ARTIST Kira Shalmanova

COVER WRITER Paula Sevenbergen

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.



GUIDE AND DOLLS DEPT.

For more than five decades, Barbie has been the beloved plaything of millions of young girls and "very special" young boys. But after years of peddling the same exact doll in a different colored dress, it seemed as though the Barbie franchise had run out of gas. That is, until Mattel said "OK!" to a whole new line of movie-themed Barbies — but not every movie fit the Barbie image, and so we present...

Barbie MOVIE TIE-INS THAT NEVER WERE

IDEA DUCK EDWING
ARTIST SCOTT BRICHER



SHOWGIRLS
Barbie



THE
**LORD
OF THE
RINGS**
Barbie

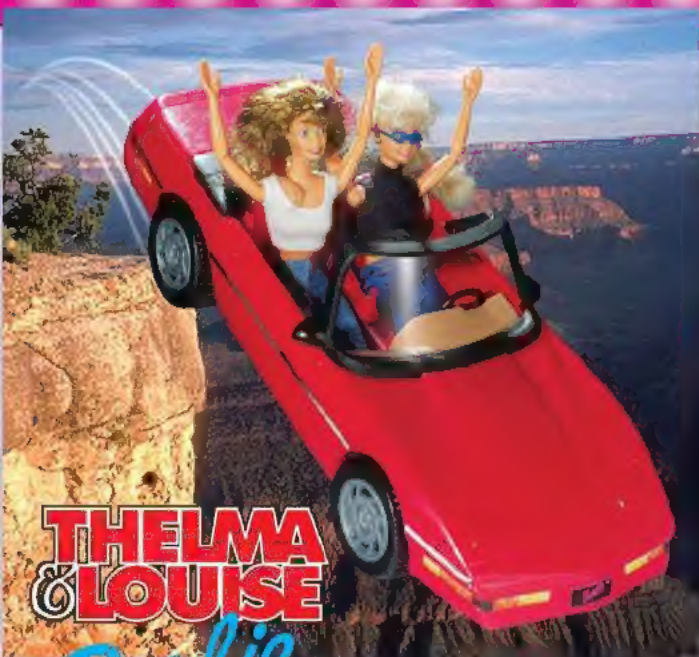


PULP FICTION
Barbie

**KING
KONG**
Barbie



A L I E N
Barbie



**THELMA
& LOUISE**
Barbie



**MILLION
DOLLAR
BABY**
Barbie



**THE
EXCORCIST**
Barbie

**THE CRYING
GAME**
Barbie



JAWS *Barbie*



there's
something
about
mary
Barbie



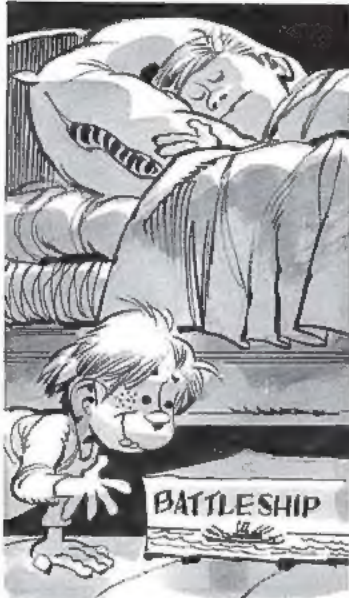


Remember the time you played Red Rover with your friends and you got ready to run and break t down and ran off with your shorts? You fool! Games *NEVER* stick to regulation play! To prepare y

RULES FOR GAMES THE W

WRITER MICHAEL GOODWIN

BATTLESHIP (for 2-year-olds)



1. Steal game from under-
neath your brother's bed.



2. Swallow all of the little
plastic ships.



3. Go to the hospital to have
your stomach pumped.



4. Add up points for each
ship the doctor recovers
from your stomach.

5. If you get 10 or more points, you win!

SCRABBLE (for 8 to 14-year-olds)



1. Make sure that all parents and adults
are a safe distance away from the
board.



2. Each player grabs a handful of letters.



3. All players take turns trying to spell
the most obscene, profane and foul
words they can think of.

4. Award extra points for dirty words with more than four letters and for medical terms.

through their locked arms? Remember your surprise when your so-called "friends" held you
 you for those unexpected developments (sorry, we can't retrieve your shorts), MAD presents...

AY THEY'RE REALLY PLAYED

ARTIST JACK DAVIS



TRIVIAL PURSUIT (for 60-year-olds)



1. Play the game normally until a question comes up about MTV, Nintendo, or Madonna.



2. Stop the game and start talking about the good old days before there was any such thing as MTV, Nintendo or Madonna.



3. Eat a big bowl of fiber and go to bed early.

FOOTBALL (for 7 to 10-year-olds)



1. Begin playing in a friendly manner.



2. Continue until one team outscore the other by 50 points.



3. If you are the losing team, begin to play dirty.



4. When a fight breaks out, erase the score.

5. The team with the least amount of players to run home crying wins!

DODGEBALL (for 8 to 13-year-olds)



1. Have all the popular kids form a circle around all the unpopular kids.



2. Peg all the girls first to get them out of the way.



3. Use the inflatable rubber ball until there is only one boy left in the middle.



4. If he is too fast to be hit with the ball, see if he can dodge sticks and rocks.

5. When the boy quits, or is knocked unconscious, everyone in the circle wins!

HIDE AND SEEK (for 40-year-olds playing with 3-year-olds)



1. Explain the rules to your annoying, hyperactive 3-year-old nephew.



2. Tell him to go hide and not come out till you find him.



3. Go sit in your favorite easy chair and enjoy the silence.



4. Occasionally yell out, "I'm going to get you!" so the little brat stays hidden.

5. Continue using these rules until his mother finally comes to pick him up.

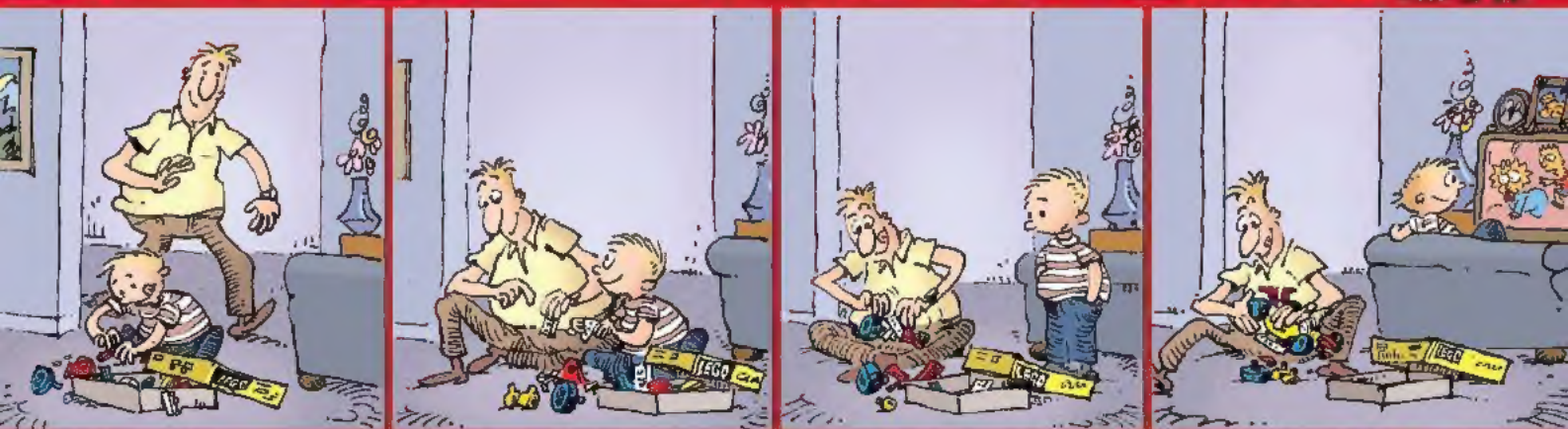


SERGE-IN GENERAL DEPT.

SERGIO ARAGONÉS

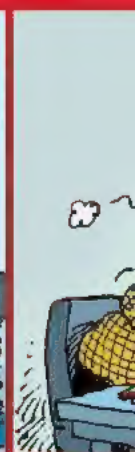
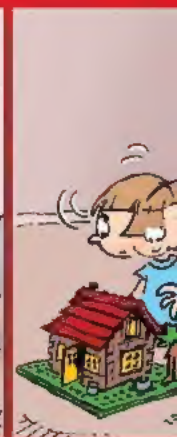
PRESENTS

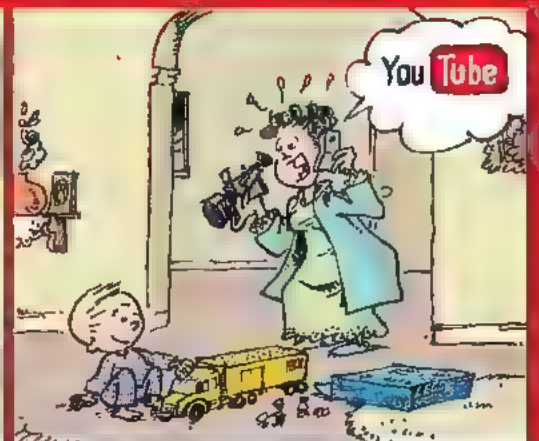
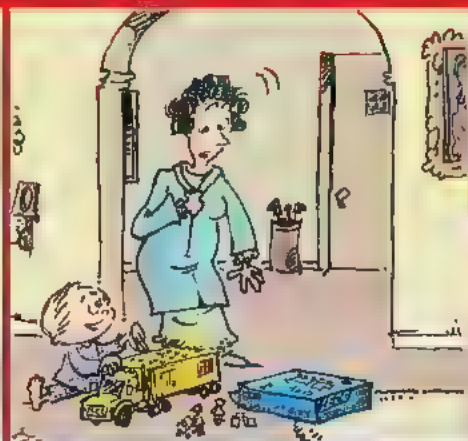
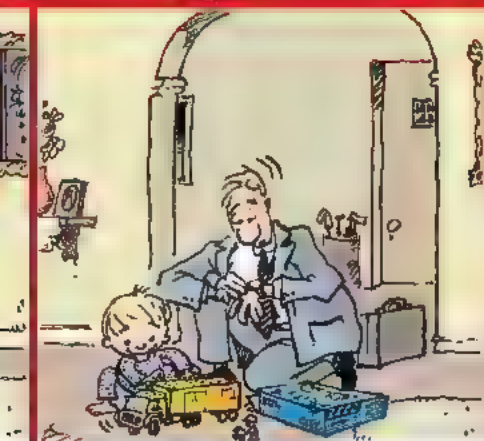
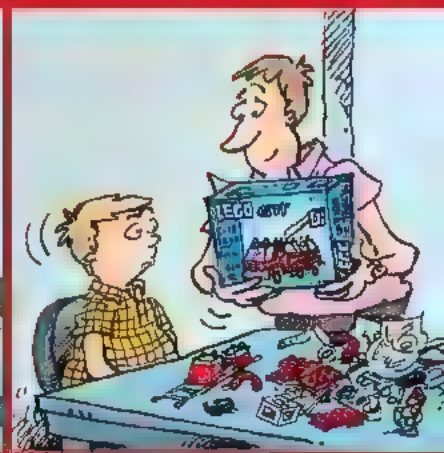
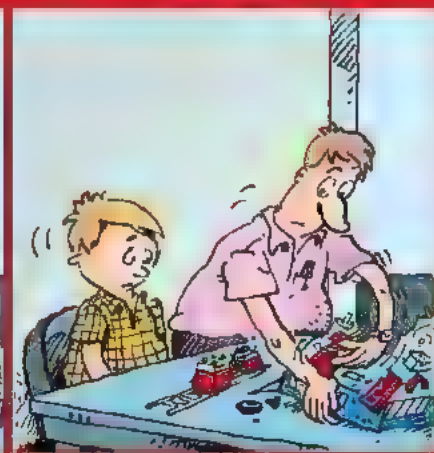
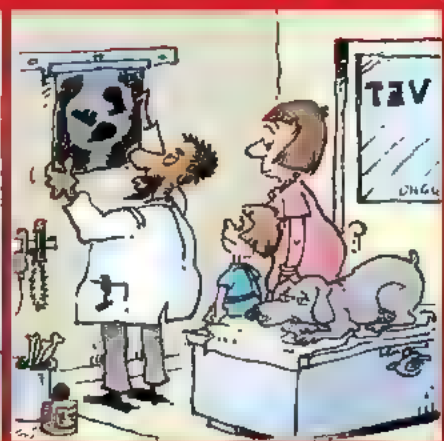
A MAD LOOK AT

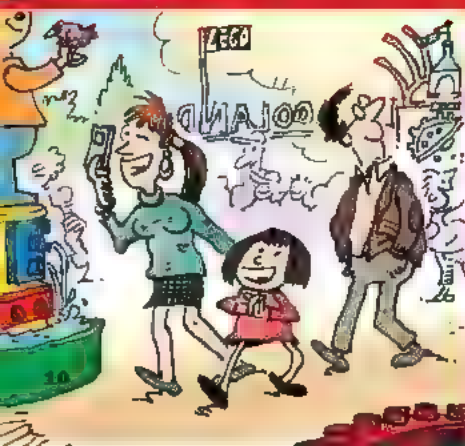
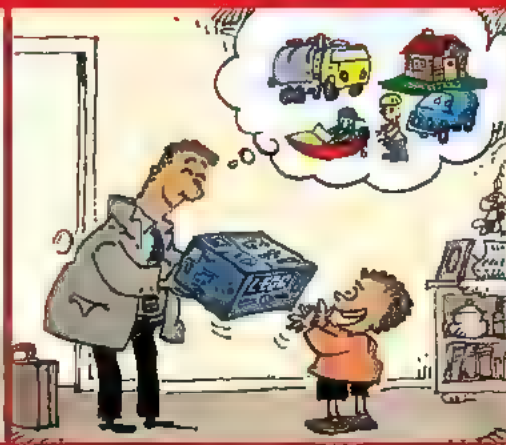
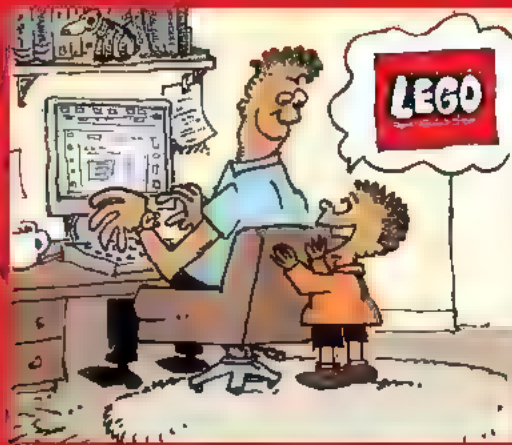
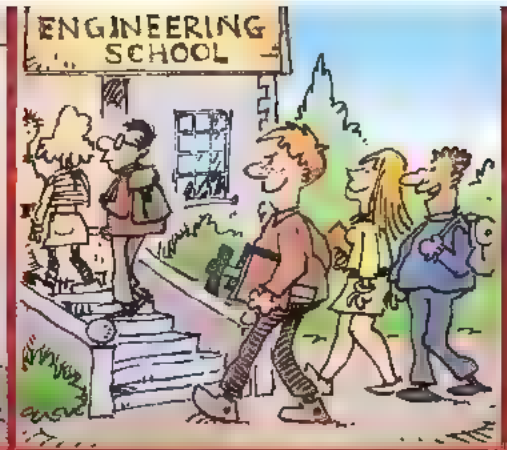


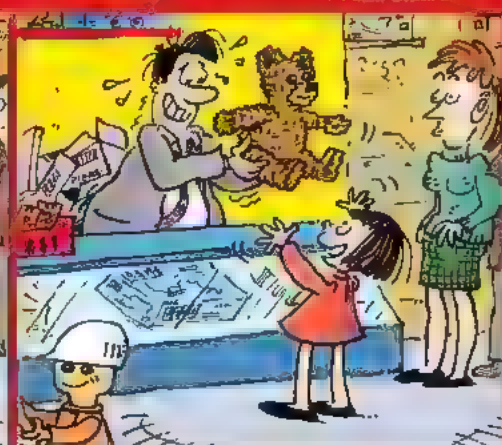
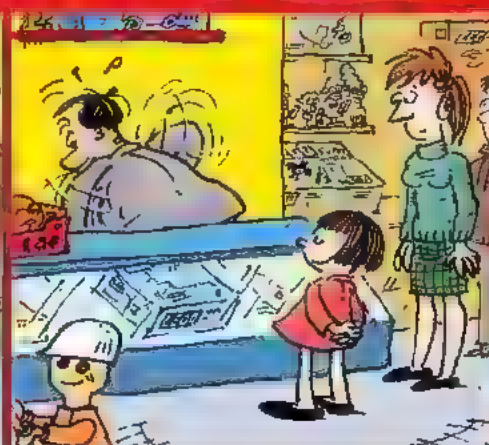
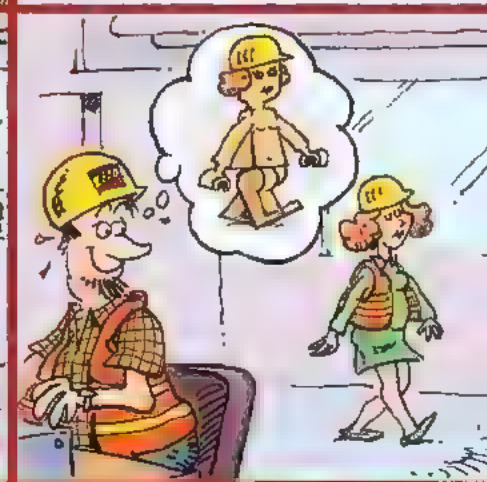
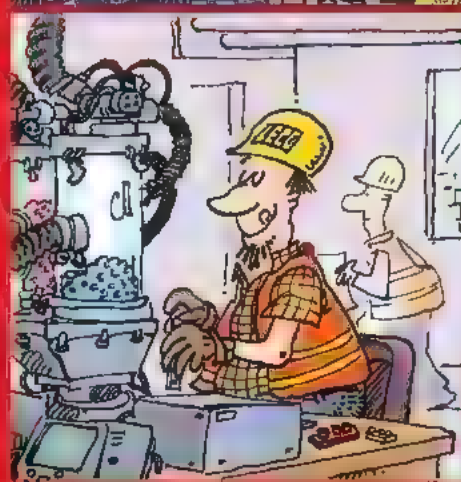
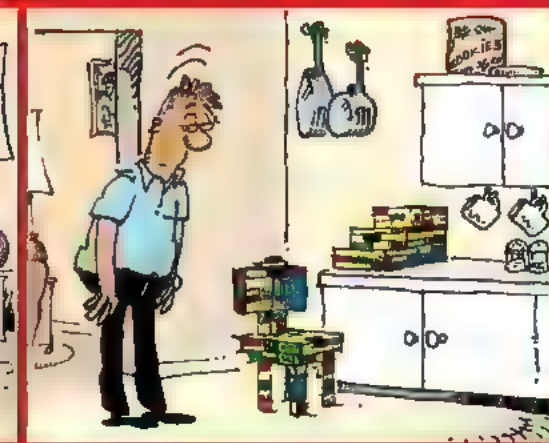
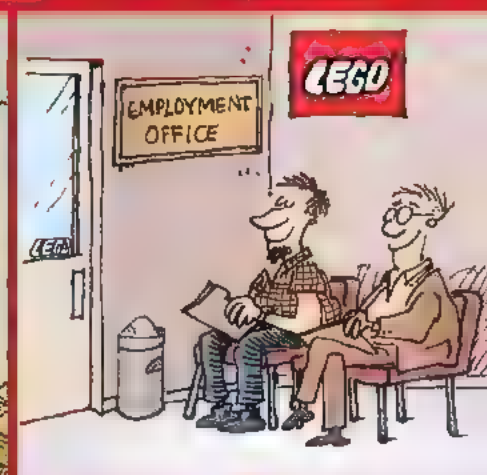
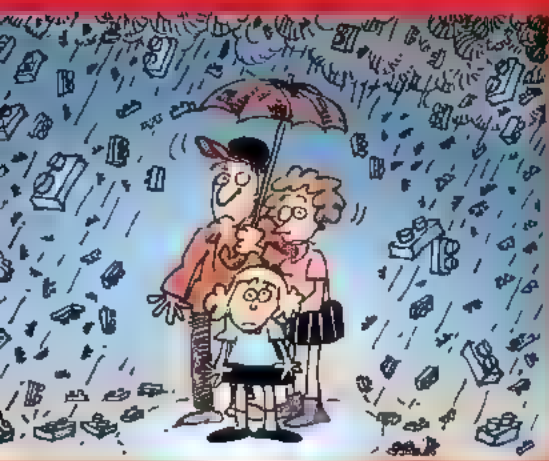
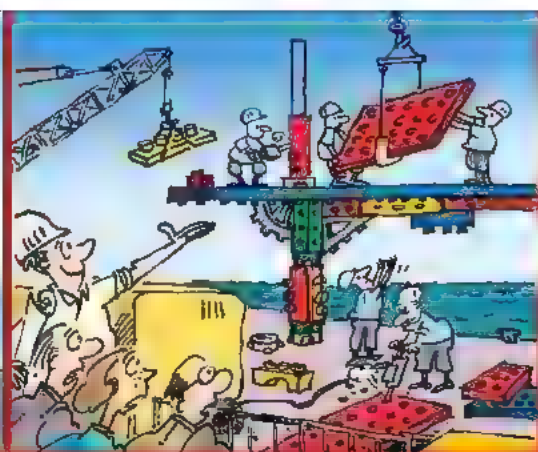
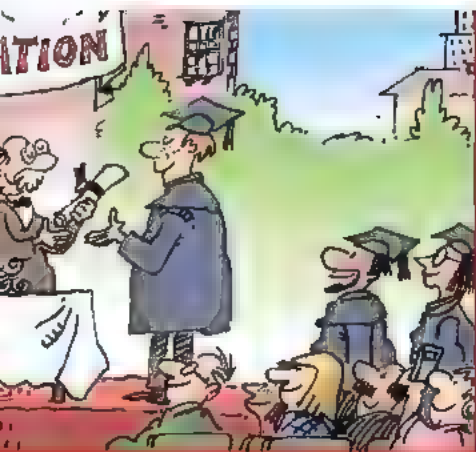
WRITER AND ARTIST SERGIO ARAGONÉS COLORIST TOM LUTH

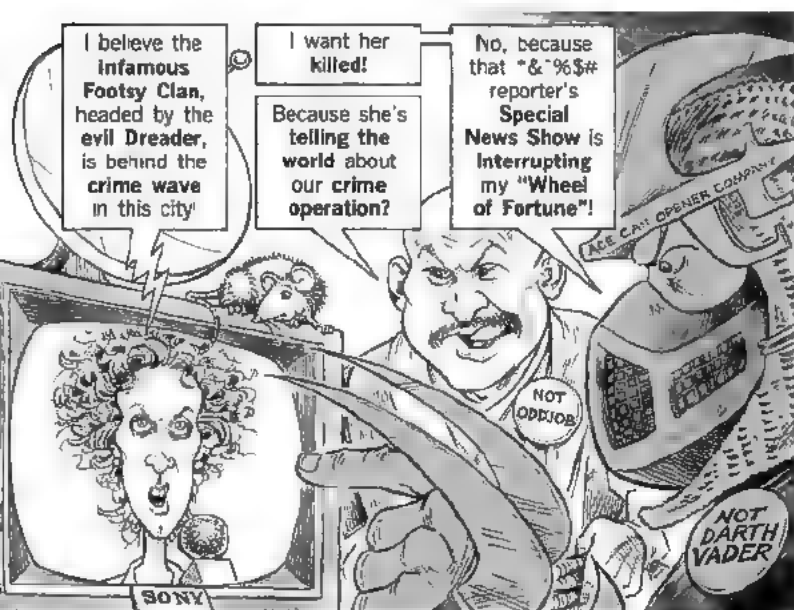
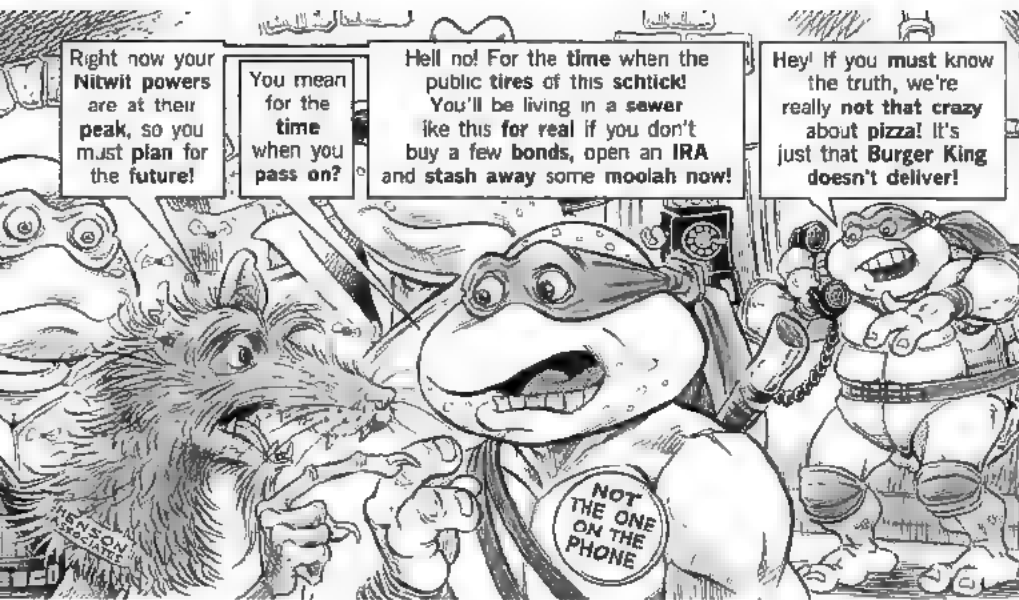


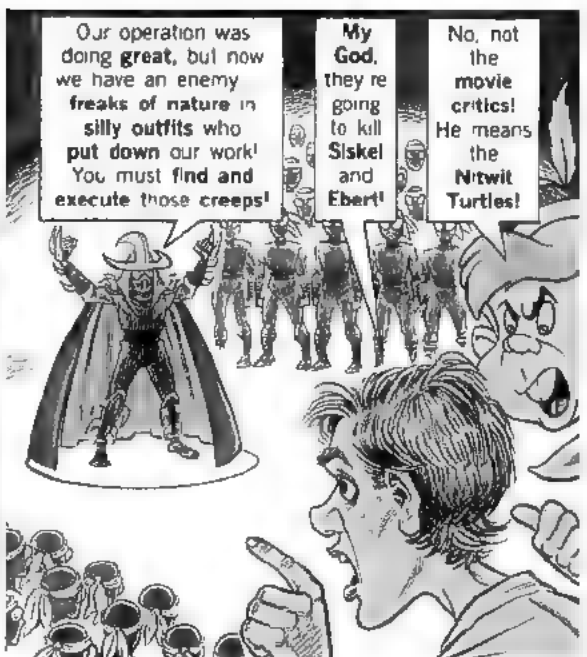
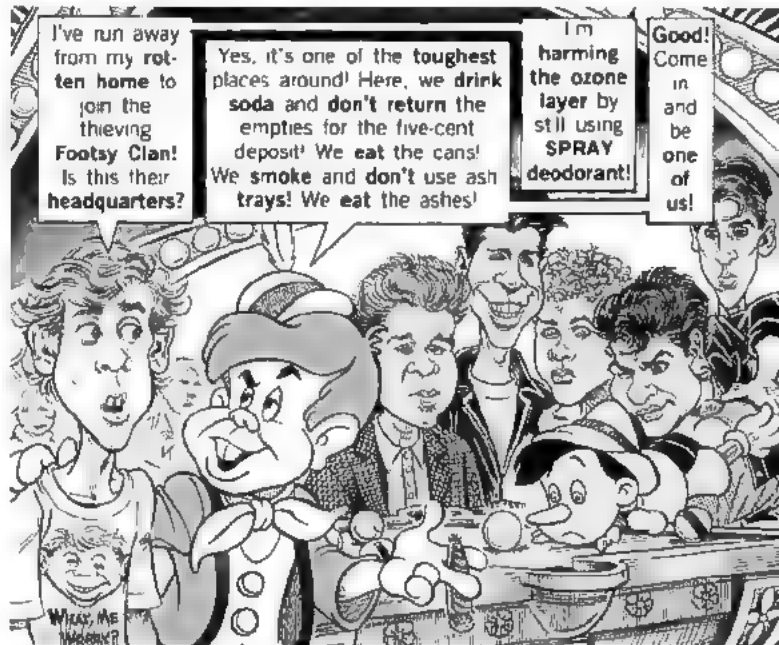
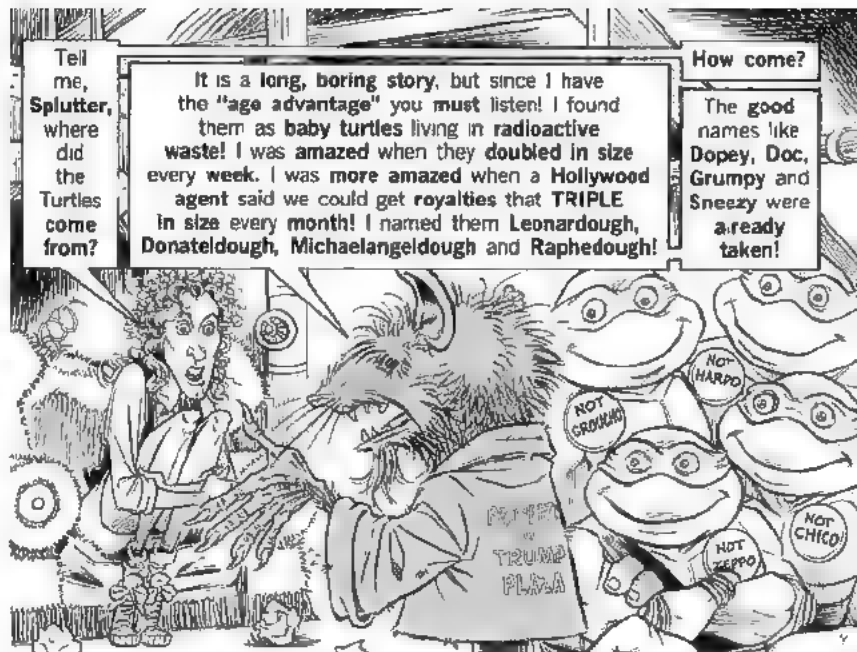














I'm Casket Bones and I've come to lead you back to the Nitwit Turtles! Follow me, kid, and bring the old rodent!

This place is protected by four hundred armed members of the dangerous Footsy Clan! How did you sneak by them?

was lucky. All four hundred were looking the other way!

Even a wise old rat like me can't figure out why you, a total stranger, has to rescue me! Where are the Nitwit Turtles?

Getting beat up by Dreader! I beat them up once, Dreader is beating them up now, and they never even lifted a flipper to help you! Why do you hang around with those losers?

Because who's gonna merchandise cereal shaped like me, a rat? But I'm glad you're here! I need your help and Gapewe! Needs a love interest!



You escaped! And now you're getting the best of me! How is that possible?!

Nitwit Master say: "Be like reed in wind to friend, but do not yield to anger of foe!"

Oh my God! Help me! I'm slipping!

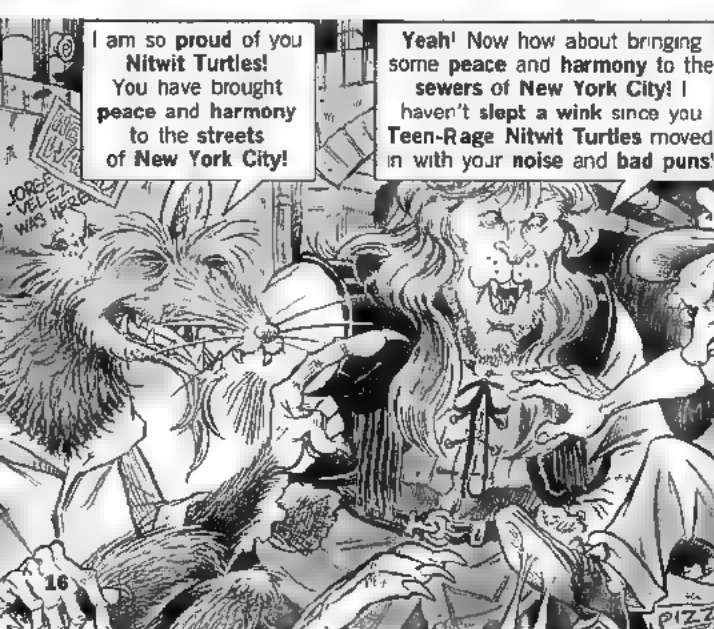
Nitwit Master also say: "A little vaseline on edge of roof doesn't hurt, either!"

Dad, did you really miss me? Of course, Dally! I've been searching for hours!

But I ran away two weeks ago! Really? Well, it's good you're back! A lot of things are missing! Let's go through your knapsack!

And don't call me Dally! Should I call you Dal, like an adult?

No, call me Stan! That's my name! I don't know where you picked up "Dal"! I'm a busy man! I don't have time to remember your name!



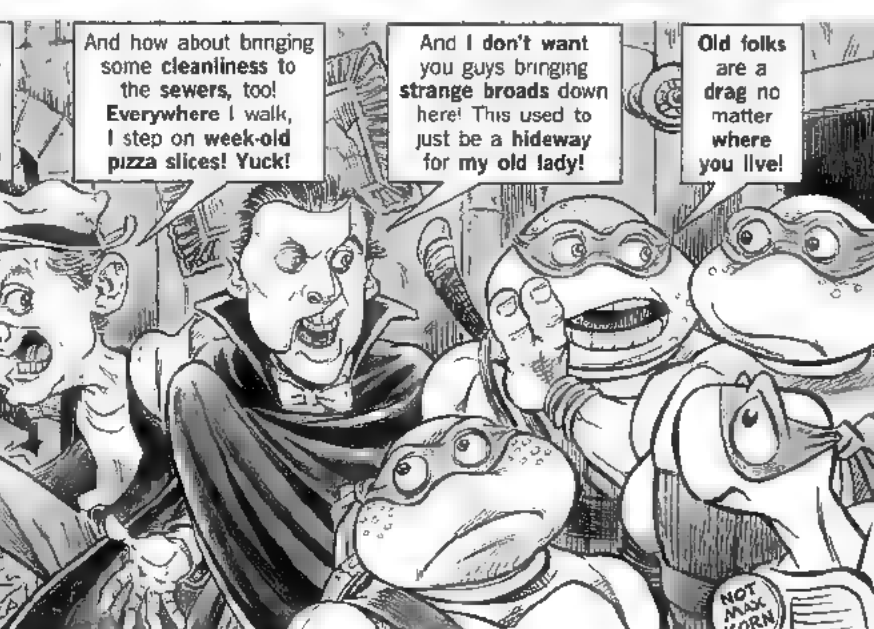
I am so proud of you Nitwit Turtles! You have brought peace and harmony to the streets of New York City!

Yeah! Now how about bringing some peace and harmony to the sewers of New York City! I haven't slept a wink since you Teen-Rage Nitwit Turtles moved in with your noise and bad puns!

And how about bringing some cleanliness to the sewers, too! Everywhere I walk, I step on week-old pizza slices! Yuck!

And I don't want you guys bringing strange broads down here! This used to just be a hideaway for my old lady!

Old folks are a drag no matter where you live!



OR FINALLY PUBLISHED IN MAD #298, OCT 1990



NOT JUST ANOTHER PRETTY PHASE DEPT.

After almost 60 years, Barbie is finally doing something she's never done before. (No, not providing girls with a healthy body image.) She's speaking! The new "Hello Barbie" is Wi-Fi connected and cloud-based. She's fully interactive and programmed to have back-and-forth conversations with millions of eight-year-old girls (as well as thousands of middle-aged creeps who should be on neighborhood watch lists). So what will come out of her creepily frozen mouth? Hopefully, some of these...

THINGS WE'D LIKE THE NEW HELLO BARBIE TO SAY

We don't **really** know what happened to **Skipper**...can we **change** the **subject**?

Okay, you didn't **hear it** from me, but those **Bratz** **whores** are riddled with **chlamydia**!

I have this **unexpected** **accent** because our **interactive conversation** is being rerouted through a **processing center** in **Mumbai**.

"**Unrealistically skinny**"? You wouldn't **eat**, either, if you didn't have a **rectum**!

Guess what? I'm not the only famous **Barbie**! The first was **Klaus Barbie**, the Gestapo torturer dubbed "**The Butcher of Lyon**" who was convicted of **crimes against humanity**!

I can't **believe** only get paid **77 cents** for every dollar a **Buzz Lightyear** doll makes!

You can enjoy hundreds of my **pretty accessories**... but only if your parents **love you**.

I only have a **20% range of motion** in my arm and leg joints...just like a **fifth-year NFL player**!

By interacting with **Hello Barbie**, the child (hereafter the "User") fully consents to the **collection, use, sale and/or disclosure** of any and all **photographs or audio or video recordings** (hereafter the "Data") of such interactions. User further agrees that such Data **may be shared with or sold to** vendors, service providers or other third parties **without notification or compensation**. User hereby **cedes universal ownership rights** to the Data, which **may be packaged** into any negotiation, sale of assets, merger, financing or acquisition. **This policy** is subject to change without notice.
I like horses — do you like horses too?



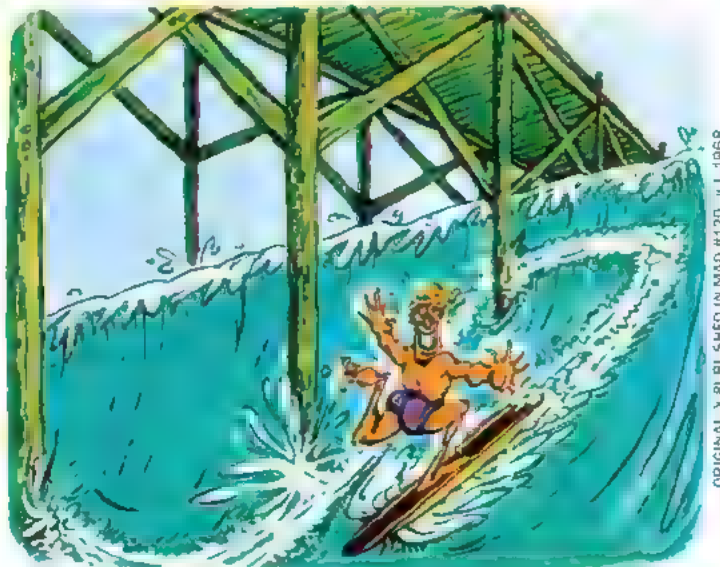


BUM IN THE SUN DEPT.

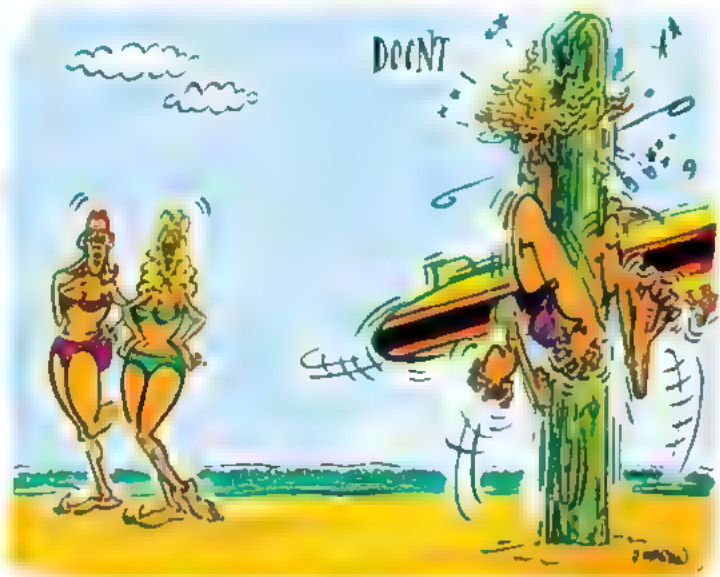
ONE DAY AT THE BEACH



WRITER **SERGIO ARAGONÉS** ARTIST **DON MARTIN**



ORIGINALLY PUBLISHED IN MAD #120 JUL 1968





TOYS "R" U

THE WORLD'S GREEDIEST TOY STORE

Sizzling Hot Toy Savings!



Sikko MR. MEATHEAD

Use your favorite cuts of beef, pork and lamb to make clever, funny figures! Ages 1-up.
(Seven AAAAAA batteries not included)

10⁹⁹

**Wiltin' Badley
SICKTIONARY**
Using sketches you make with a pad and pencil, your partner has to guess the disease you're infected with before time runs out. Pads, pencils, surgical masks and gowns included. Ages 4-5.
(Three C batteries not included)

38⁹⁵

**Muttel
BAG LADY BARBIE**
Now, like millions of real people, this new Barbie model is neglected by the federal government too! Comes complete with cardboard box, shelter, shopping cart, old newspapers and rags sold separately. And don't forget Bag Lady Barbie's companion, Wino Ken! Ages 2-up.
(Two DD batteries not included)

12⁹⁹

**Hasbroke
MAJOR LEAGUE
BASEBALL CORKED
BAT AND SCUFFED
BALL SET**
Cheat at baseball just like your favorite pros do! Ages 5-up.
(Two E batteries not included)

37⁹⁸

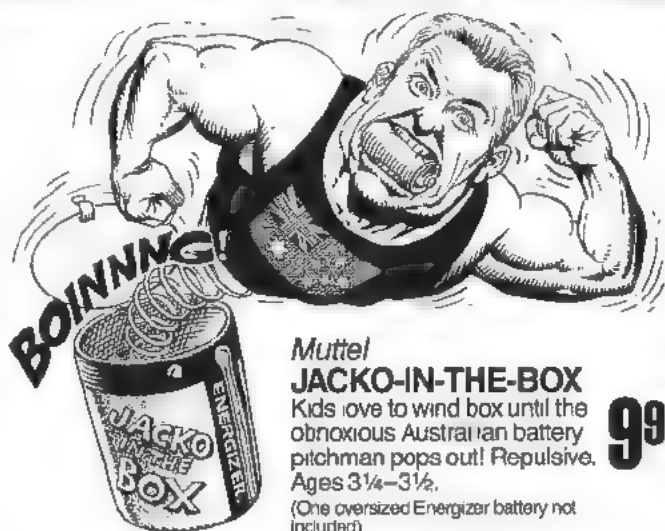
Includes Mike Scott baseball



TOYS "R" U

BIG DISCOUNTS!

HUGE SELECT



**Muttel
JACKO-IN-THE-BOX**
Kids love to wind box until the obnoxious Australian battery pitchman pops out! Repulsive. Ages 3½-3½.
(One oversized Energizer battery not included)

999

Unintendo EXCITING UNINTENDO GAME CARTRIDGES

50 titles to choose from! All basically the same game. Ages 8-death.
(Two LL batteries not included)

59⁹⁵ Each

**50
EXCITING
TITLES**



Parker Brothers SUPER DELUXE OPERATION GAME

You be the doctor! Improved version of this classic skill game uses real human organs. Refrigerator required. Ages Pleistocene-Bronze.
(Four F batteries not included)

139⁹⁹



Kennerd TRANSROBONAUTS ACTION ASSORTMENT SET

Clicks, snaps and interchanges with Technobugs, Dinotron Slimemasters and Transrodent Reptobots to form a pile of rubble you won't know what to do with! Ages 8-8

(Three D, twelve C, thirty-nine AA batteries not included)

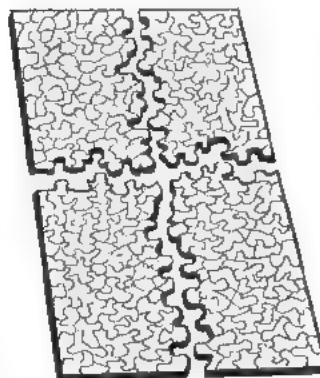
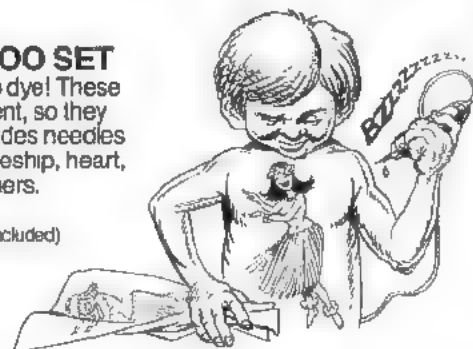
48⁹⁹

Wiltin' Badley JUNIOR TATTOO SET

No paint! No ink! No dye! These tattoos are permanent, so they won't wash off! Includes needles and stencils for battleship, heart, "mom," hula girl, others. Ages 3-up.

(One dry cell battery not included)

19⁷⁹



Ohio Aren't EASY-DOES-IT NO SWEAT JIGSAW PUZZLE

Molded four-piece jigsaw puzzle actually looks like 2,060 pieces! Assembles in 12 seconds! Illustrated instructions make for even easier assemblage. Gives you a false sense of accomplishment! Ages 45-up.
(A,E,I,O,U batteries not included)

9⁹⁵

SE
IONS!

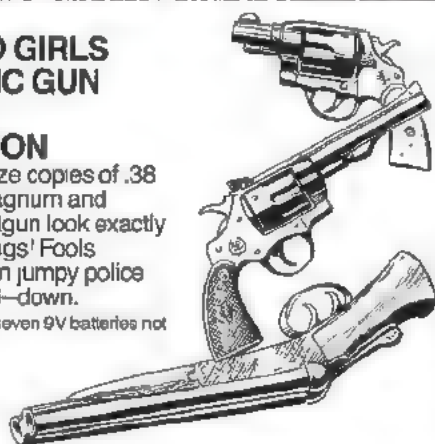
NO
GUARANTEES!

TOYS "R" U

Remcoma BOYS AND GIRLS AUTHENTIC GUN REPLICA COLLECTION

Genuine, life-size copies of .38 Special, 44 Magnum and Sawn-off Shotgun look exactly like the real things! Fools everybody, even jumpy police officers! Ages 6—down.
(One hundred and seven 9V batteries not included)

118⁹⁹

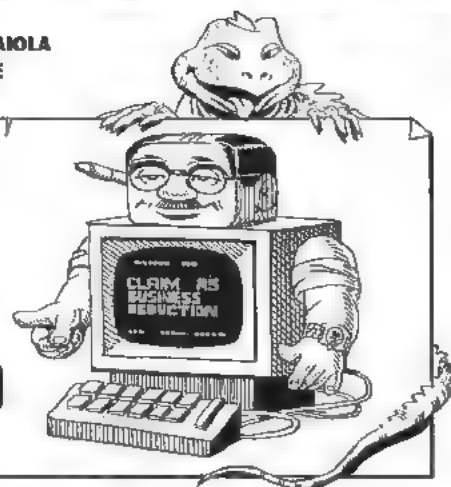


WRITERS CHARLIE KADAU & JOE RAIOLA
ARTIST GEORGE WOODBRIDGE

Playskull SHIFTY SHELDON THE CORRUPT ACCOUNTANT

Computerized learning tool teaches preschoolers about tax evasion, double ledger entries and embezzling. Ages Conception—burial.
(One car battery not included)

219⁹⁹



NG Toys SNURF PLAY FIGURES

All new collection of those cuddly, adorable Snurfs including Flasher, Pimp, Junkie, Mugger, others. Ages mixed-up.
(Four AC/DC batteries not included)

6⁹⁹ Each



Fisher-Pricey QUICKSAND BOX

Comes fully assembled. Just add water and it's ready to go! (Not recommended for children under five feet tall.) Ideal summer fun! Ages 2 years, 5 months, 24 days—6 years, 11 months, 3 days, 6 hours, 53 minutes, 7 seconds.
(One A battery not included)

78⁹⁷



Porker Brothers TRIVIAL TRIVIA

Over 1,000 questions and answers ripped off from other trivia games better than this one! Ages Birth—up.
(1/2 D battery not included)

99⁹⁹

Guffy GUMBO GUMBY

Obese, unhappy version of everyone's favorite clay figure! Unbendable. Ages 7—up.
(Four AA batteries not included)

28⁹⁹



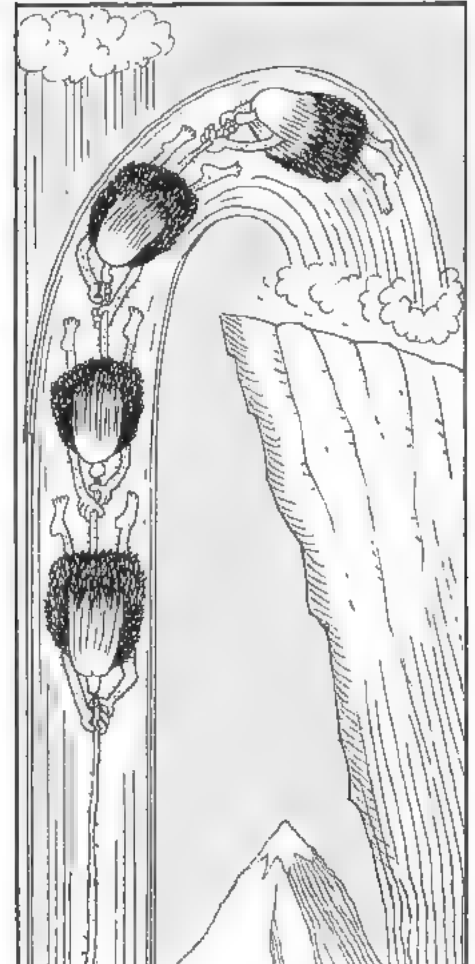
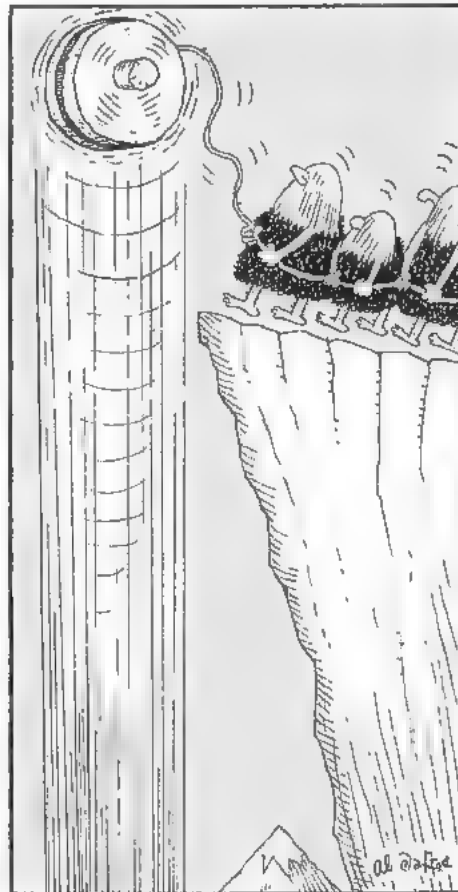
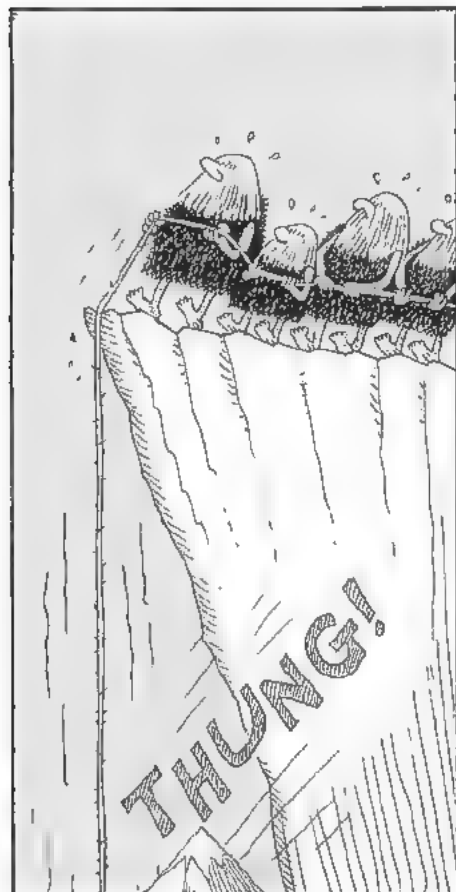
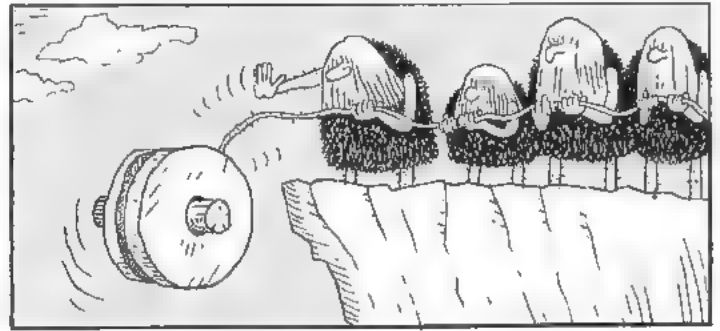
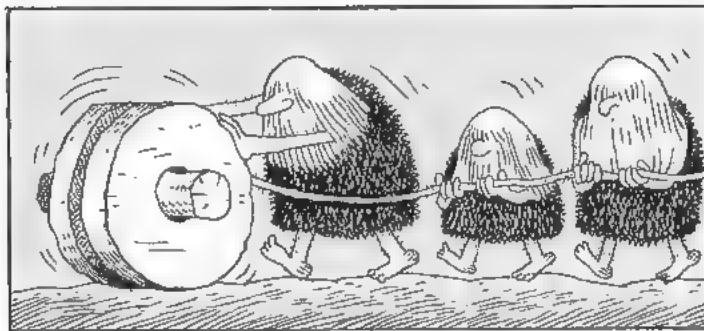
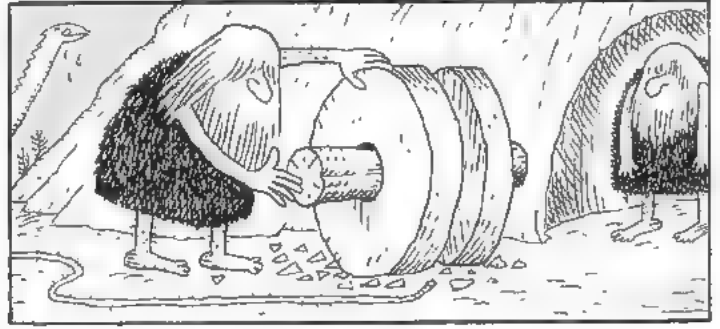
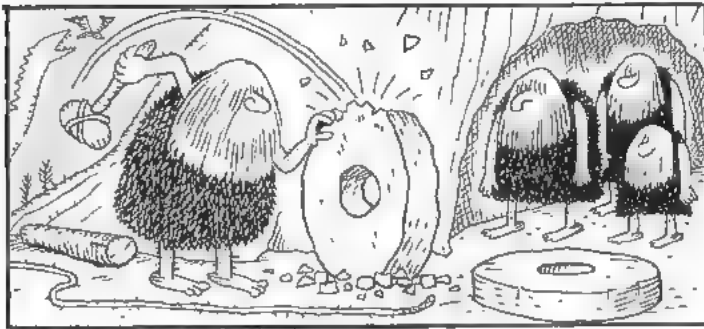


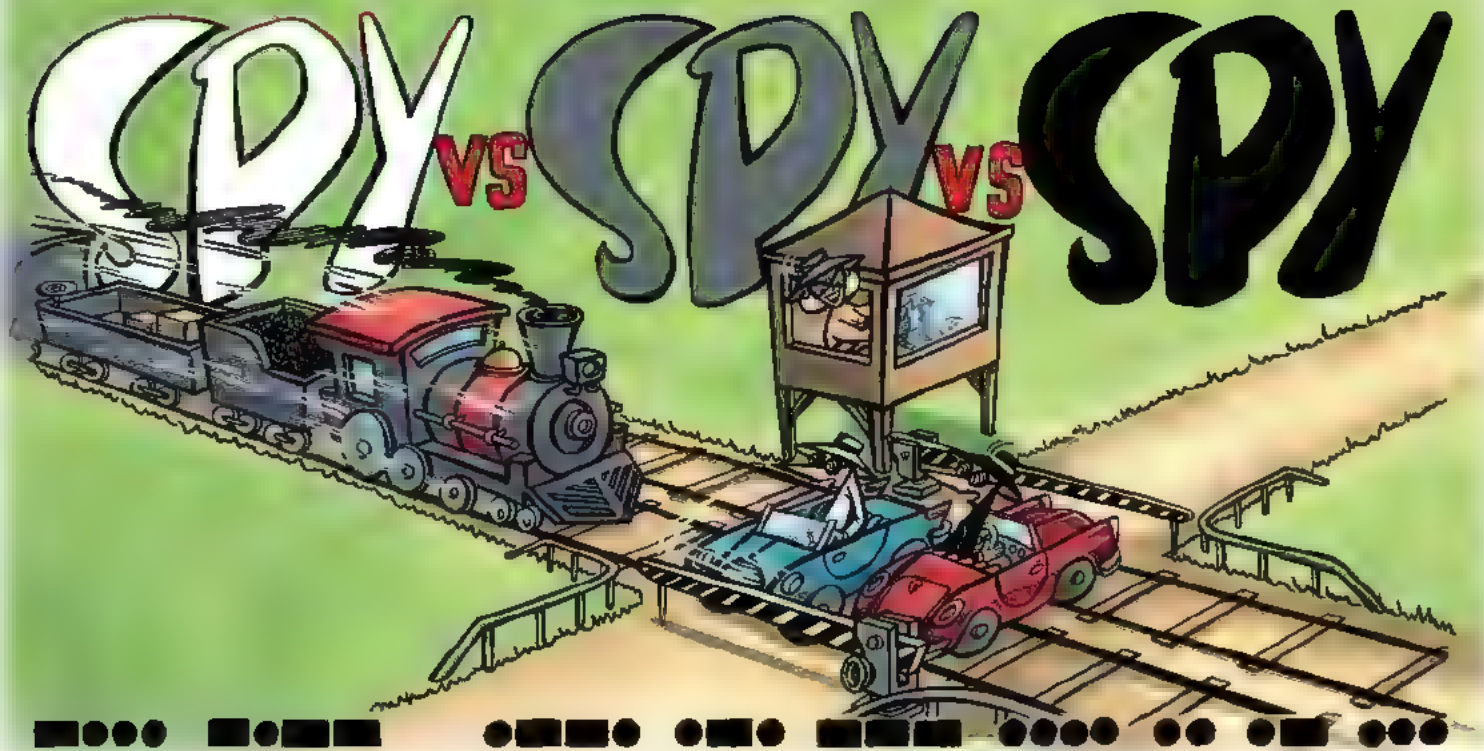
SPINNING IS THE ONLY THING DEPT.

THE MAD WORLD OF YO-YOS

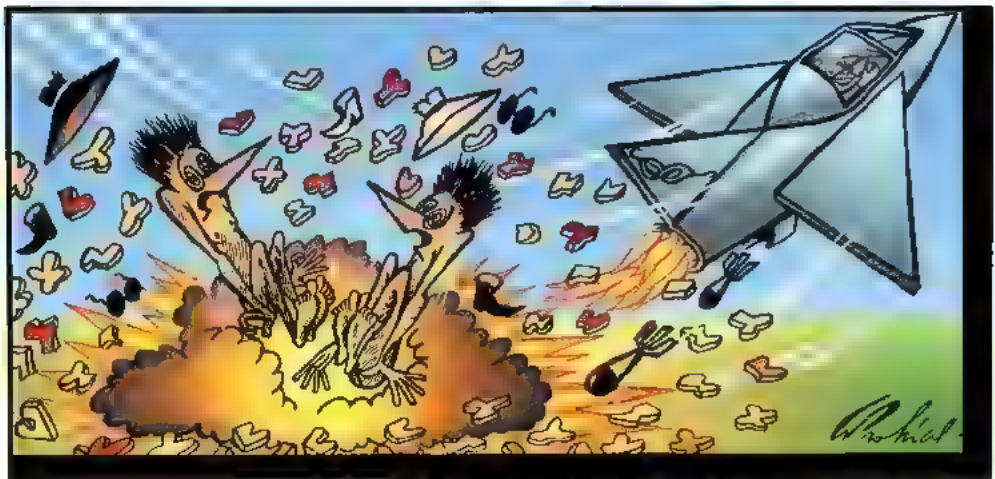
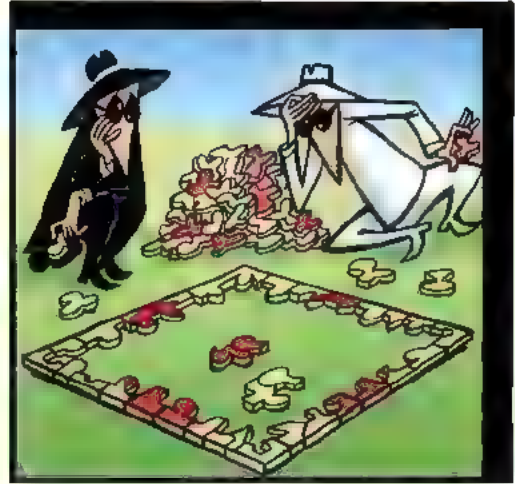
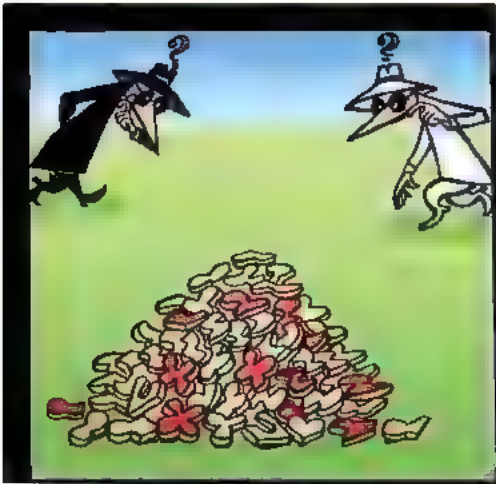
Part I: In The Beginning

WRITER DUCK EDWING ARTIST AL JAFFEE





WRITER & ARTIST ANTONIO PROMAS



ORIGINALLY PUBLISHED IN MAD #77 MAR 1963



MAD's maddest artist, who breaks people up with his zany cartoons, now recalls an incident that really broke him up, mainly the time he foolishly tried playing with...

THE I and HIS



1



2



3



7



8



9



BOY TOY

WRITER & ARTIST **DON MARTIN**



4



5



6



10



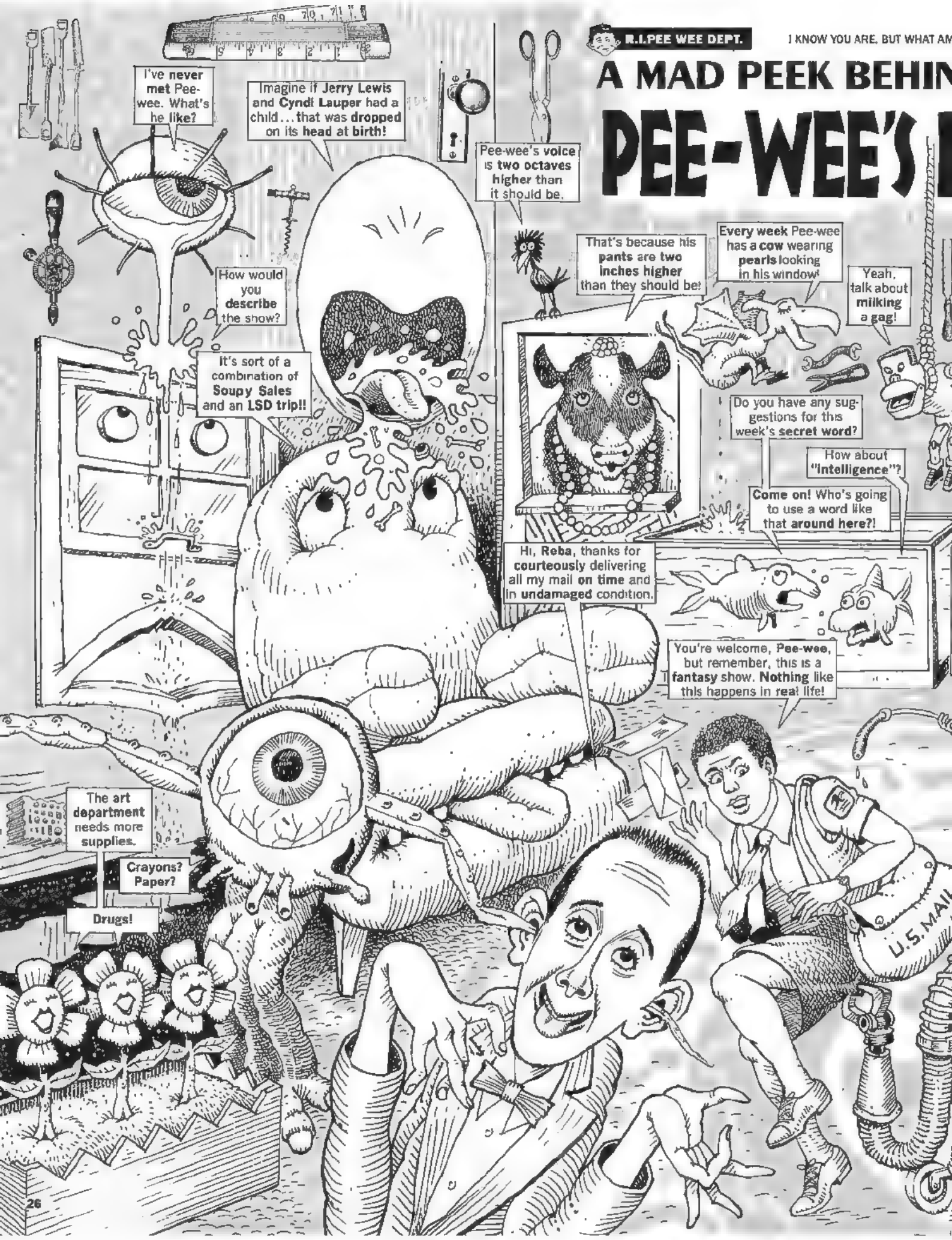
11



12



A MAD PEEK BEHIND PEE-WEE'S



I've never met Pee-wee. What's he like?

Imagine if Jerry Lewis and Cyndi Lauper had a child... that was dropped on its head at birth!

How would you describe the show?

It's sort of a combination of Soupy Sales and an LSD trip!!

Pee-wee's voice is two octaves higher than it should be.

That's because his pants are two inches higher than they should be!

Every week Pee-wee has a cow wearing pearls looking in his window!

Yeah, talk about milking a gag!

Do you have any suggestions for this week's secret word?

How about "Intelligence"?

Come on! Who's going to use a word like that around here?!

Hi, Reba, thanks for courteously delivering all my mail on time and in undamaged condition.

You're welcome, Pee-wee, but remember, this is a fantasy show. Nothing like this happens in real life!

The art department needs more supplies.

Crayons? Paper?

Drugs!

IF WE SURE ARE GLAD YOU WERE WHO YOU WERE!
THANK YOU! PAUL RUBENS!

AND THE SCENES AT PLAYHOUSE



I'm here
from Planned
Parenthood to
give Pee-wee
an award.

Who cares! All I know
is people see Pee-wee
once and think twice
about having a kid who
might grow up like him!

He's in
favor of
Planned
Parenthood?

No, I'm from
the Immigration
Department!!

Have you
seen Cowboy
Curtis around?

Are you from the
casting department?

I understand
it was David
Letterman
who first
gave Pee-wee
national fame.

Yup, the same David
Letterman who gave
us "Stupid Pet
Tricks," "Stupid
Human Tricks" and
"Brush with Stupidity"!

Call a
doctor!

What happened?

Pee-wee fell off
his high shoes again!

No, he has
some taken
off before
he goes on!

Get the make-up
man! Pee-wee
should be coming
in here soon!

Pee-wee
gets
made up?

Gee, this show
has a talking chair,
a talking window
and a talking globe!

Yeah, I'm
afraid to
go to the
bathroom!

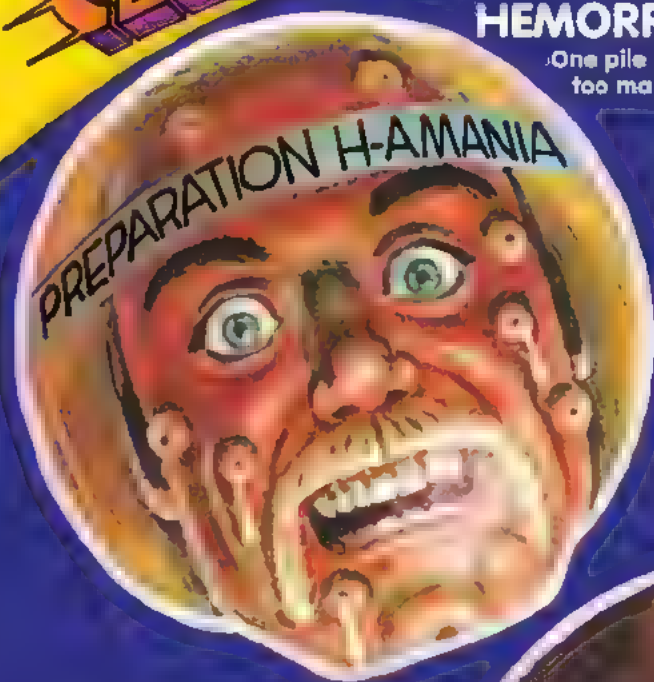
ARTHUR

MAD

CELEBRITY MADBALLS

**HULK
HEMORRHOID**

One pile diver
too many!



**MICHAEL
J. ZITS**

TV actor goes from
hacknayed to acne!

**MARY LOU
RETINA**

Scored a perfect
20/20 with the
gross judges!



MUDONNA

Like our dirty version?
Sean Pig Penn does!



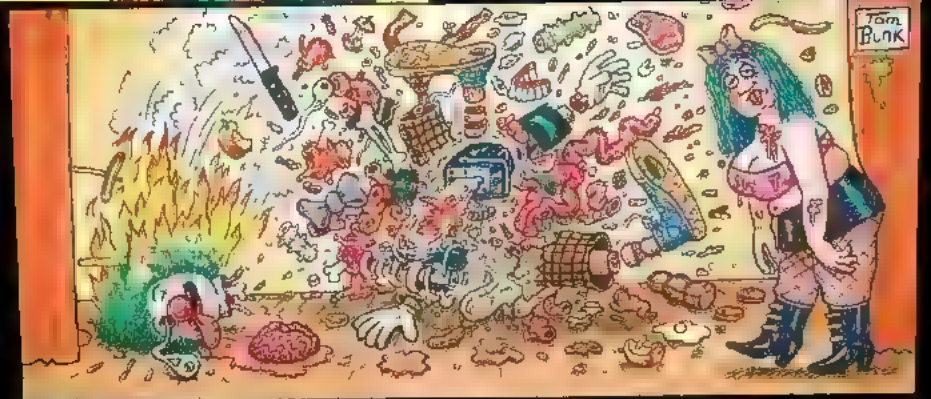
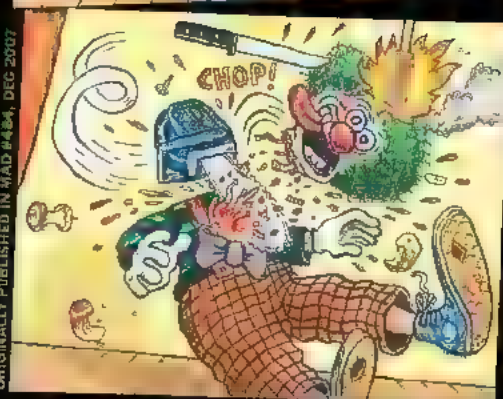
**VEINY
WHITE**

This Miss Fortune
"wheel" make you
filthy wretch!



WRITERS: PAUL
HARVEY, KURTZMAN, AND LEE

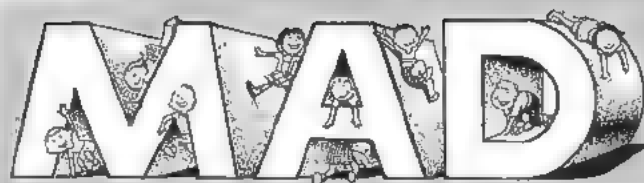
THE JUGGLING JUGGLER WHO JUGGLES



WRITER NO WILLEMS ARTIST TOM BUNK

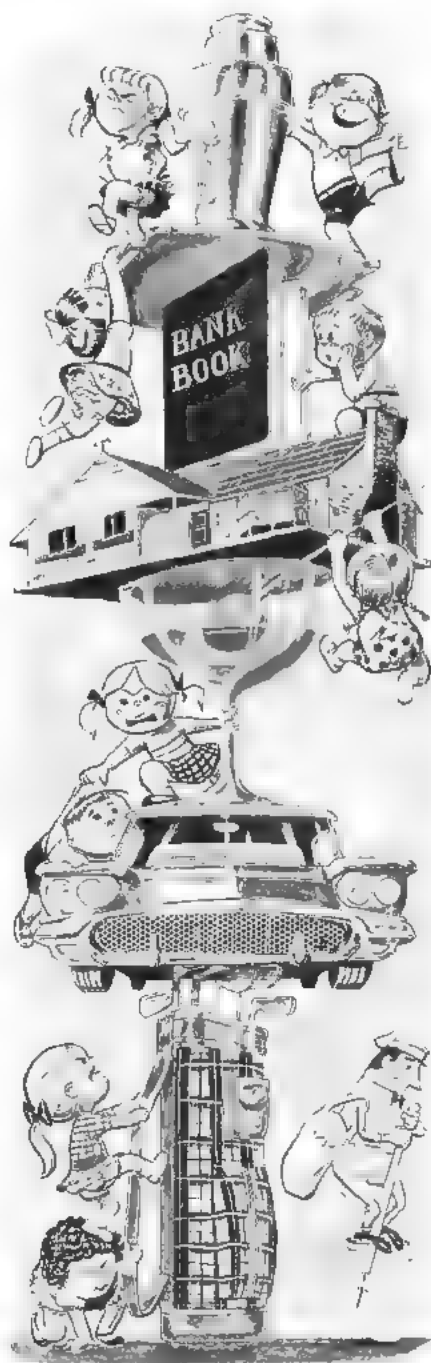


The trouble with kids today is: they get the wrong conception of what life's all about. They think life is all play, and the world is just one big playground. We figure they get this idea from the very playgrounds they play in. Because today's playgrounds are built for fun, and they don't prepare kids for the miserable adult life they face. Therefore, we at MAD have designed the following playground equipment to prepare kids for adult life. Mainly, now they can be just as miserable as we adults are, suffering in . . .

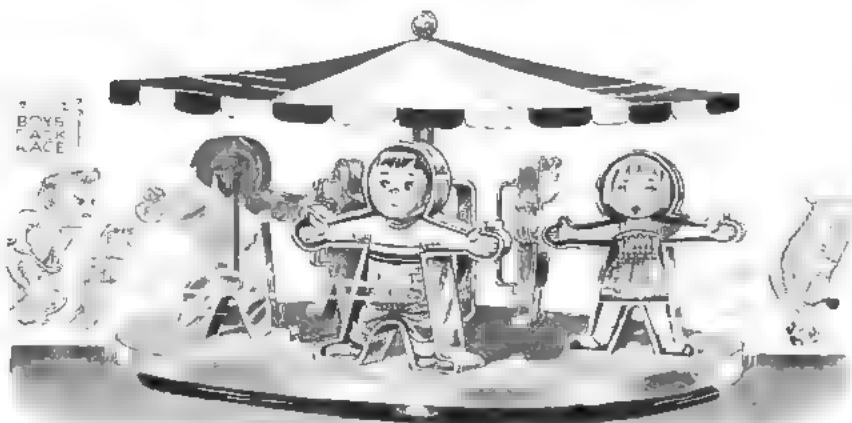


THAT PREPARE

THE SHOWY PYRAMID Teaches kids the art of "Social Climbing".



THE SOCIALLY ACCEPTABLE MERRY-GO-ROUND Prepares kids to be good conformists.



THE CONSTANTLY OUT-OF-REACH SWING Teaches kids to face life's frustrations.





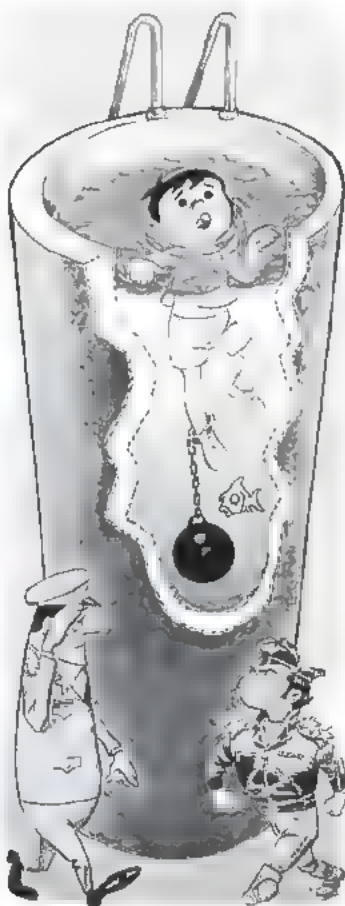
PLAYGROUNDS

KIDS FOR ADULT LIFE

WRITER & ARTIST DAVE BERG

THE TANK OF SURVIVAL

Teaches kids how to keep their heads above water.



THE LADDERS OF IMPOSSIBILITY

Teaches kids how to get along without any visible means of support.



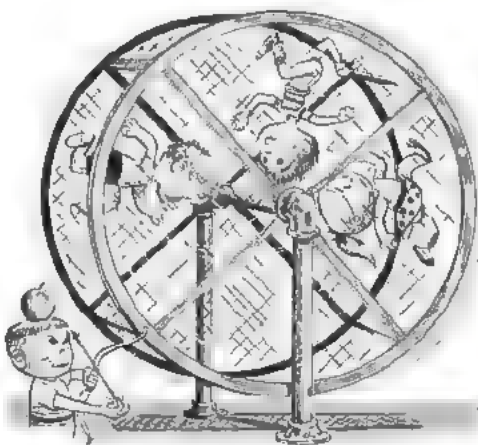
THE LADDER OF UNREALITY

Prepares kids for living way beyond their means.



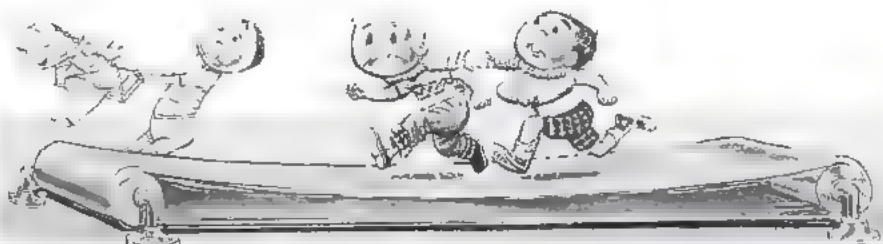
THE BUSINESS TREADMILL

Trains kids for the old rat-race.



THE SOCIAL TREADMILL

Gets kids into condition for "keeping up with the Joneses".



**THE STAIRWAY
TO SUCCESS**

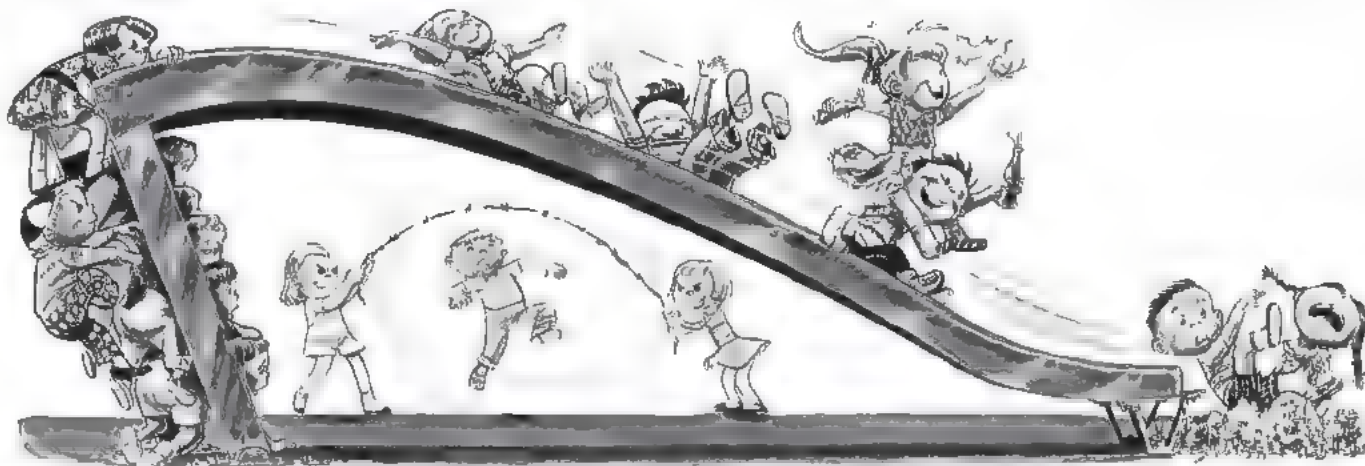
Trains kids to get
to the top over the
backs of others.

**THE SLIDE
OF FAILURE**

Shows kids that
the way down is
fast and easy.

**THE NET
OF TRUTH**

Teaches kids that, though life
may look like a bed of roses,
it's really full of thorns.



**THE STEAMER
PLAY HOUSE**

Prepares kids for today's
"Pressure Cooker" society.

**THE LIVE-FOR-TODAY
SANDBOX**

Teaches kids to have fun
before time runs out.

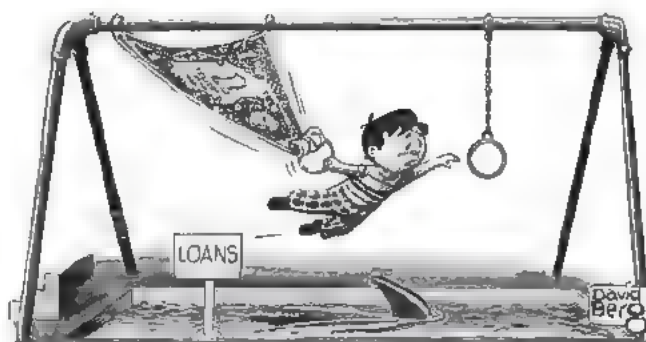


**THE BAR
OF MORALITY**

Trains kids to walk the
straight and narrow.

**THE RINGS
OF INFLATION**

Teaches kids the art of
stretching the dollar.



ORIGINALLY PUBLISHED IN MAD #50 OCT 1969



STRING FEVER DEPT.

When you need to know about **Yo-Yo** tricks, you should come to the Yo-Yos here at **MAD!** We are the official keeper of the list of...

UNOFFICIAL Y-O-YO TRICKS EVERY KID KNOWS

WRITER DAN BIRTCHER ARTIST PAUL COKER JR.



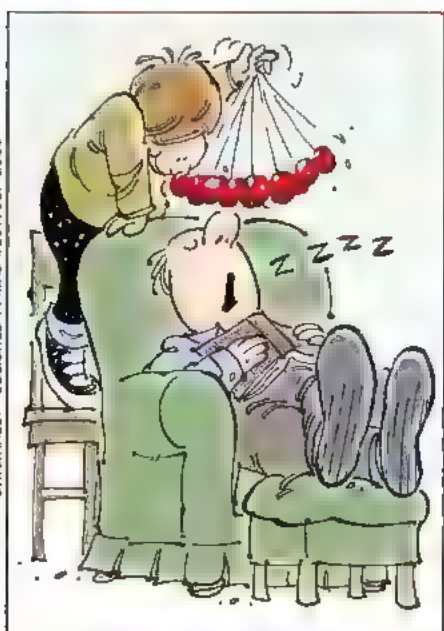
PLUMBING THE DEPTHS



BUMPS IN THE NIGHT



TEASING THE BEAST-THING



FLIRTING WITH DEATH



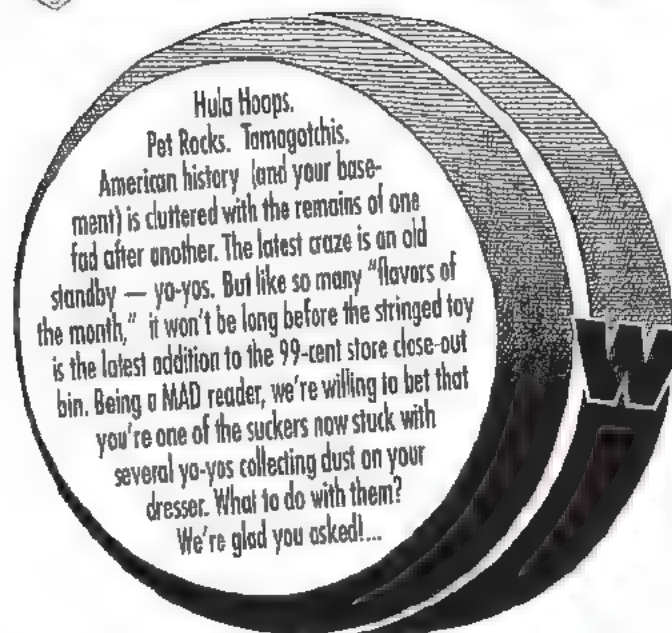
SYMPHONY FOR DRYER



CONFUSING THE DRUNK



STICK A FORK IN THEM, THEY'RE DUNCAN DEPT.



Hula Hoops.
Pet Rocks. Tamagotchis.
American history (and your base-
ment) is cluttered with the remains of one
fad after another. The latest craze is an old
standby — yo-yos. But like so many "flavors of
the month," it won't be long before the stringed toy
is the latest addition to the 99-cent store close-out
bin. Being a MAD reader, we're willing to bet that
you're one of the suckers now stuck with
several yo-yos collecting dust on your
dresser. What to do with them?
We're glad you asked!...

WHAT TO DO WITH YOUR

WRITER & ARTIST
JOHN CALDWELL

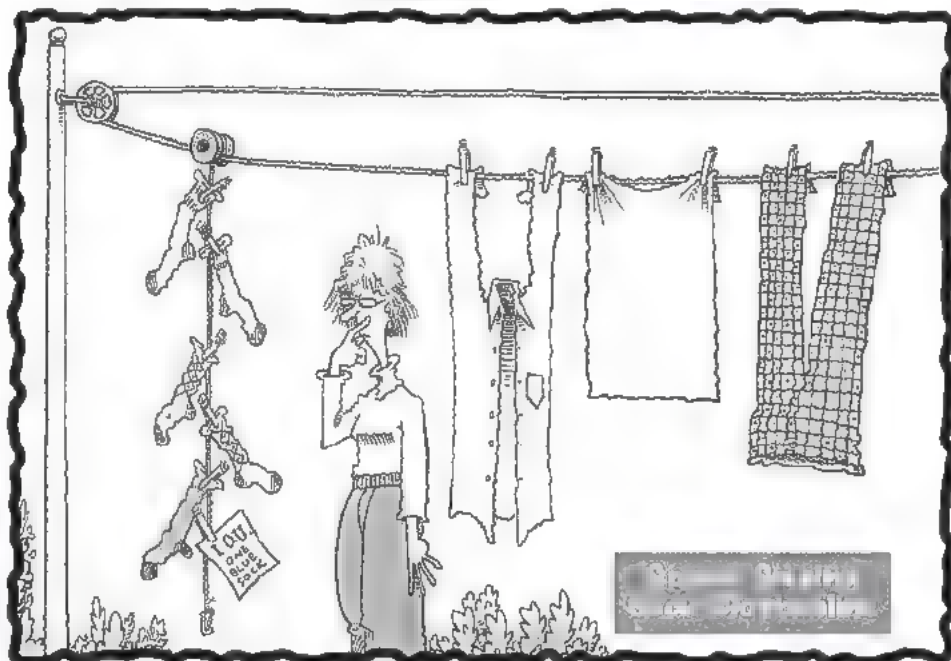
Money Clip for
the Light Than
Heavy Hitters



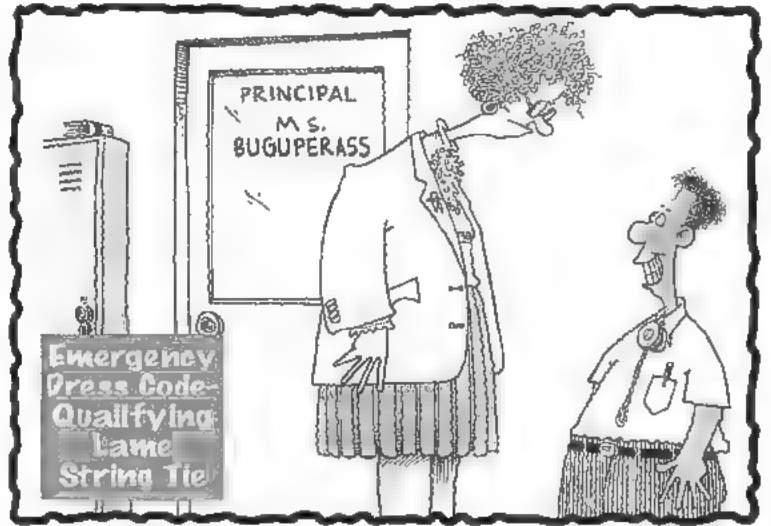
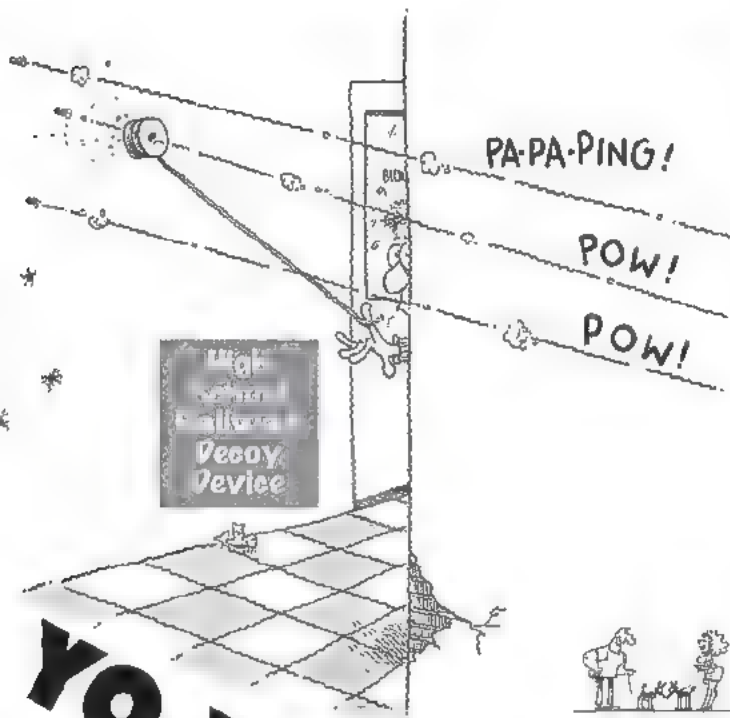
Cardio-Pumping
Portable Pocket
Jump Rope



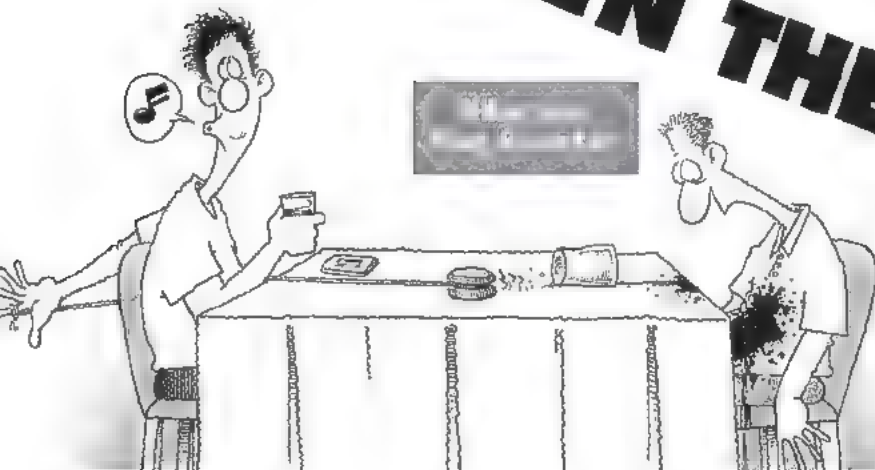
Applying
Wedge Device
(For Forks
So Unpopular
Even Bullies
Won't Touch
Them)



You Only Wash Once



YO-YO WHEN THE FAD DIES



Less Painful
Piercing
Alternative





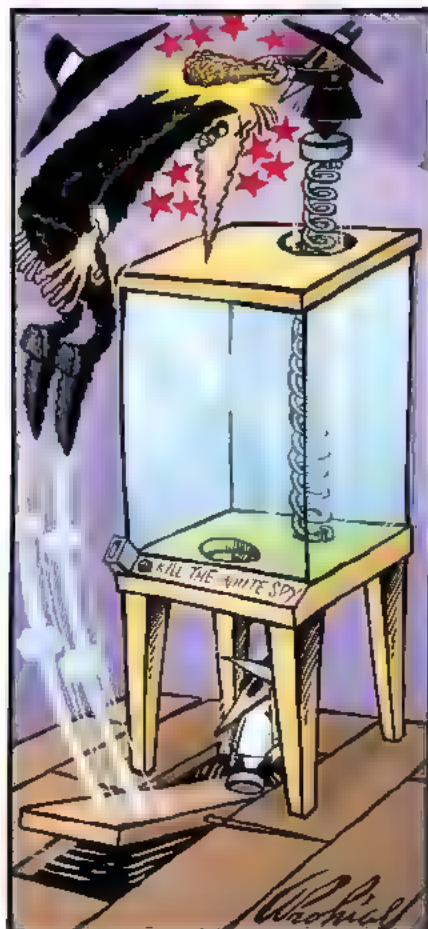
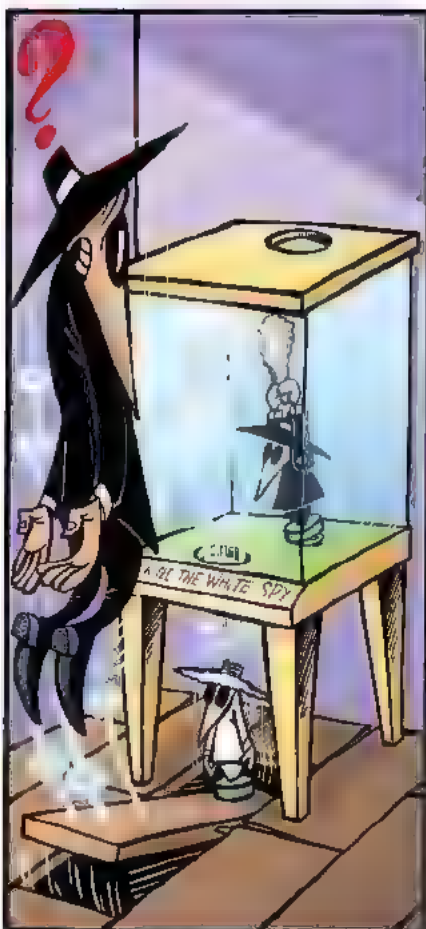
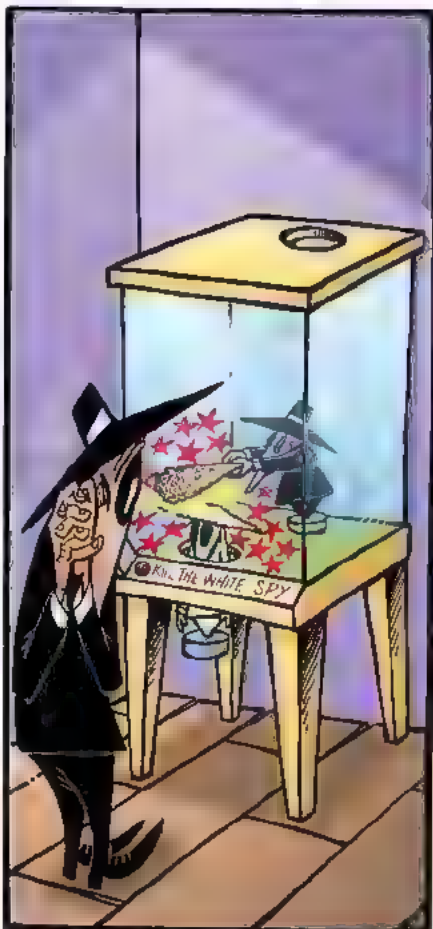
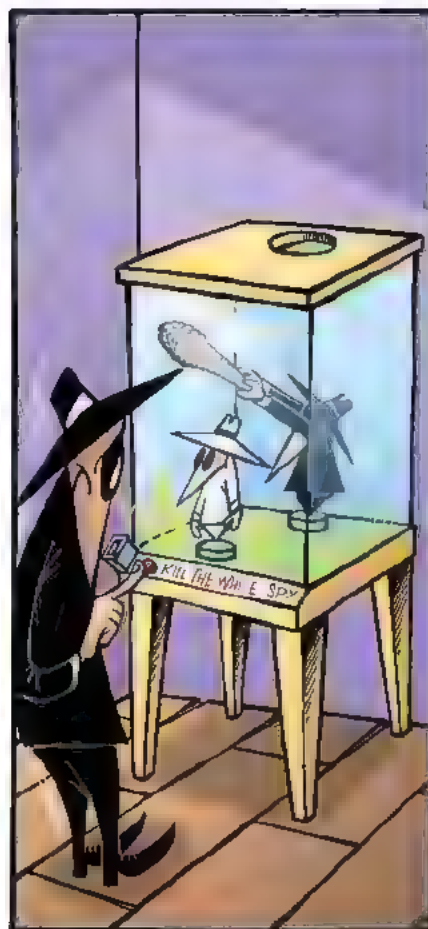
SPINNING IS THE ONLY THING DEPT.

THE MAD WORLD OF YO-YOS

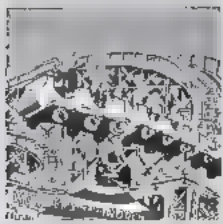
Part II: An Idea Gone Bad

WRITER DUCK EDWING ARTIST AL JAFFEE





WRITER & ARTIST ANTONIO PROHIAS

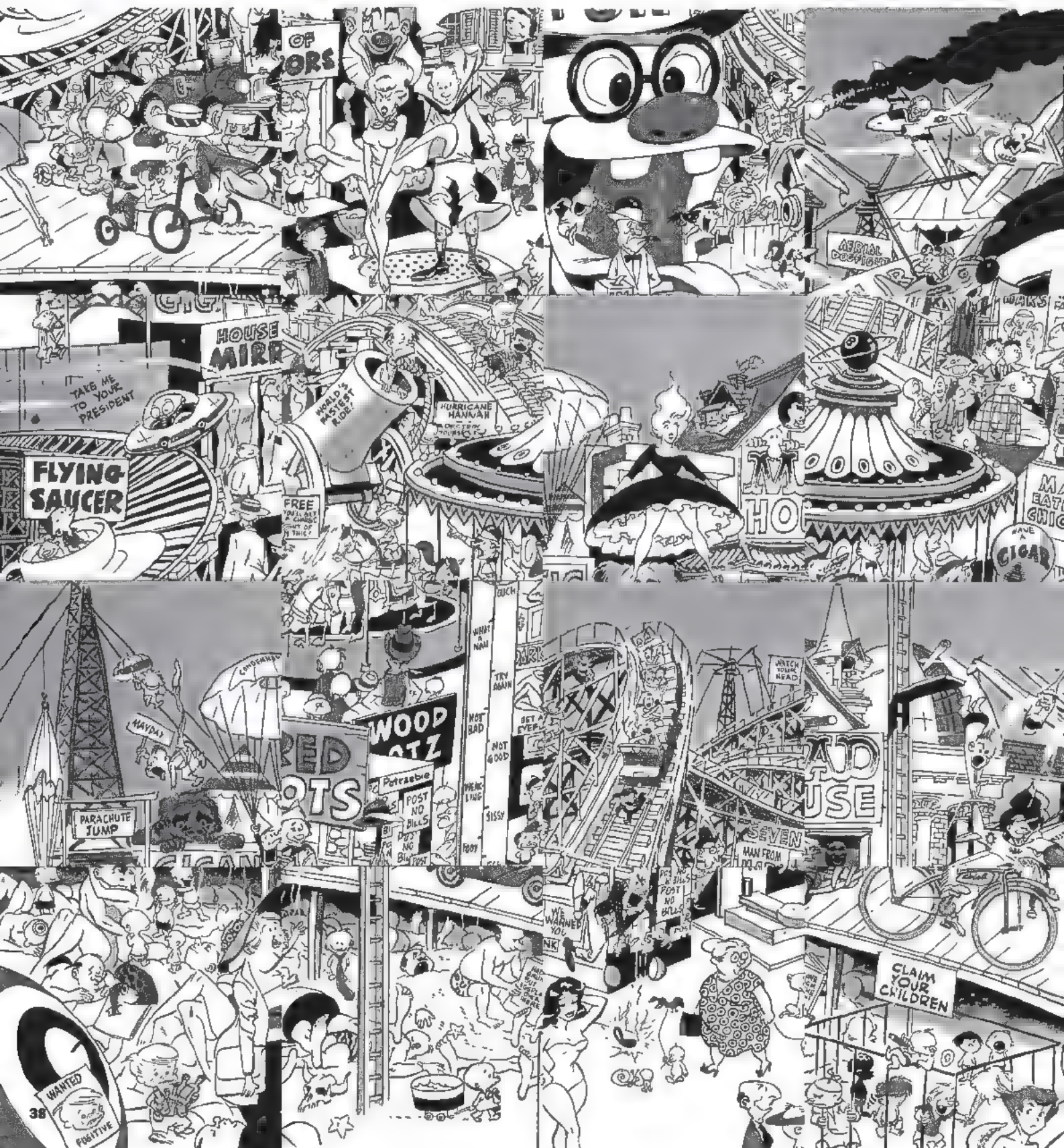


POST CARD



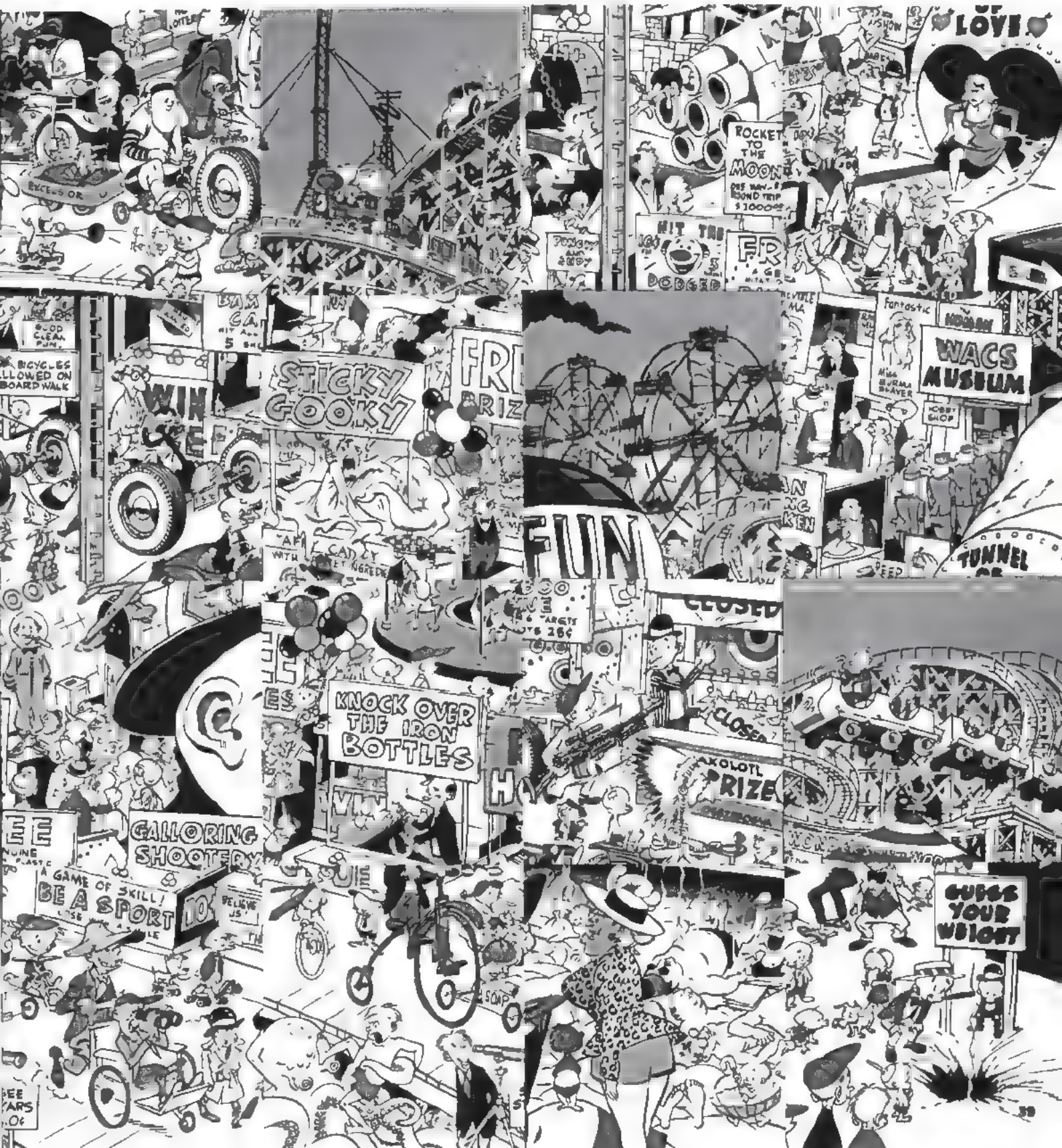
The Editors
Mad
225 Lafayette St.
N.Y. 12, N.Y.

This past summer we sent MAD artist, Wally Wood, on a well-deserved vacation. But being a MAD artist, Wally just couldn't keep away from the drawing board. So every day, we received a post card with a sketch like the one at left. Wally insisted that if we'd put 'em all together, they'd make one big panoramic view of the place where he spent his vacation. So we put 'em all together, and got results printed below. Now Wally tells us we had to put 'em together in the *right* order, like a picture puzzle! So if you're interested, *you* can cut out and reassemble Wally Wood's post card sketches in the right order. When you do, you'll have a panoramic pictorial report entitled:





WRITER & ARTIST WALLY WOOD





POLLED SEPARATELY DEPT.

POLITICAL ACTION FIGURES

WRITER BROCKTON MCKINNEY ARTIST ED STECKLEY

Kamala Harris is...



FEATURES:
SWAGGER-BUSTING™
attack motion, persistent questions, and a piercing gaze that renders other figures paralyzed with **FEAR!**

INCLUDES:
Jeff Sessions mini-figure that, when brought close to MADAM SIDE EYE, displays...

NERVOUS SHINKING CREATURE PRESENT!

Mitch McConnell is...



Dip your toe into
DOCTOR TERRAPIN'S
home: Kentucky's
second-most haunted bog!
-FEATURING-
skin-sloughing action, repugnant
smell, and glowing black heart.

Hailing from the old maple tree just
beyond the bramble thicket,
Bernie Sanders is...

**COLONEL
VOTE-CUTTER™**

Though not technically an "action figure,"
this well-worn fan favorite was one of the
most popular items in previous years and
was recently retired from production.

But due to overstock, it's back
on shelves!

NOW!
Includes the
**BEST of
INTENTIONS!**



Sarah Huckabee Sanders is...



Teflon-coated for difficult handling, **SWAMPMOUTH** includes: **SMUG-SHRUG ACTION™**, a companion snake with duplicate visage, and over 20 unique phrases to dodge any reasonable question.

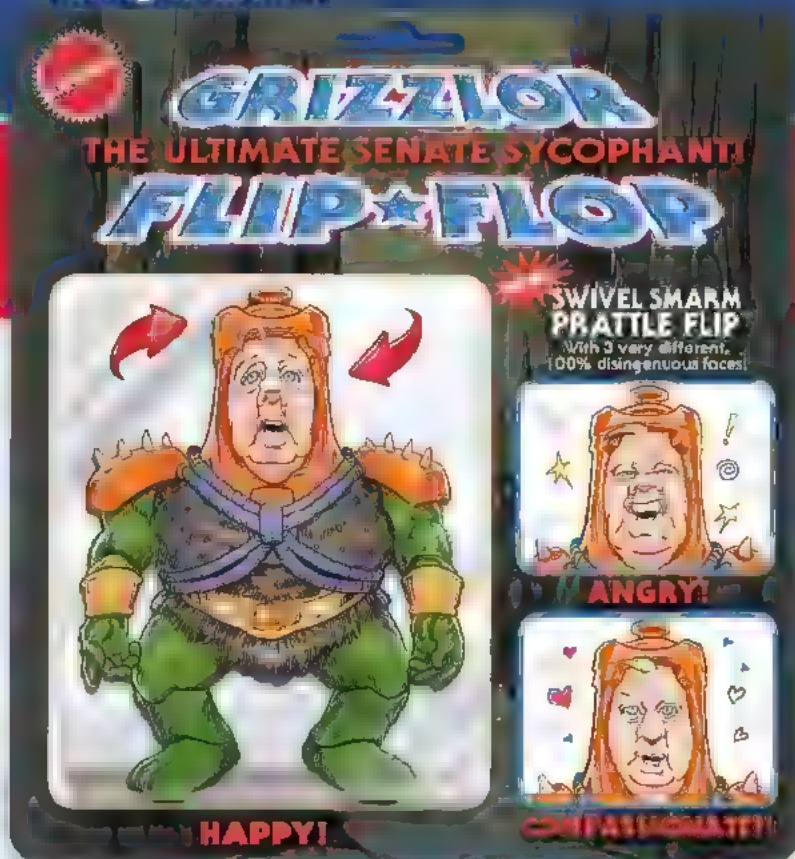
NOTE: Included outfits and accessories were all made in China, but don't tell anybody.



KEEP UP!
The all-new **PRINCESS POWERSTAR** comes with the most progressive features, most relevant accessories, and is already every kid's favorite!

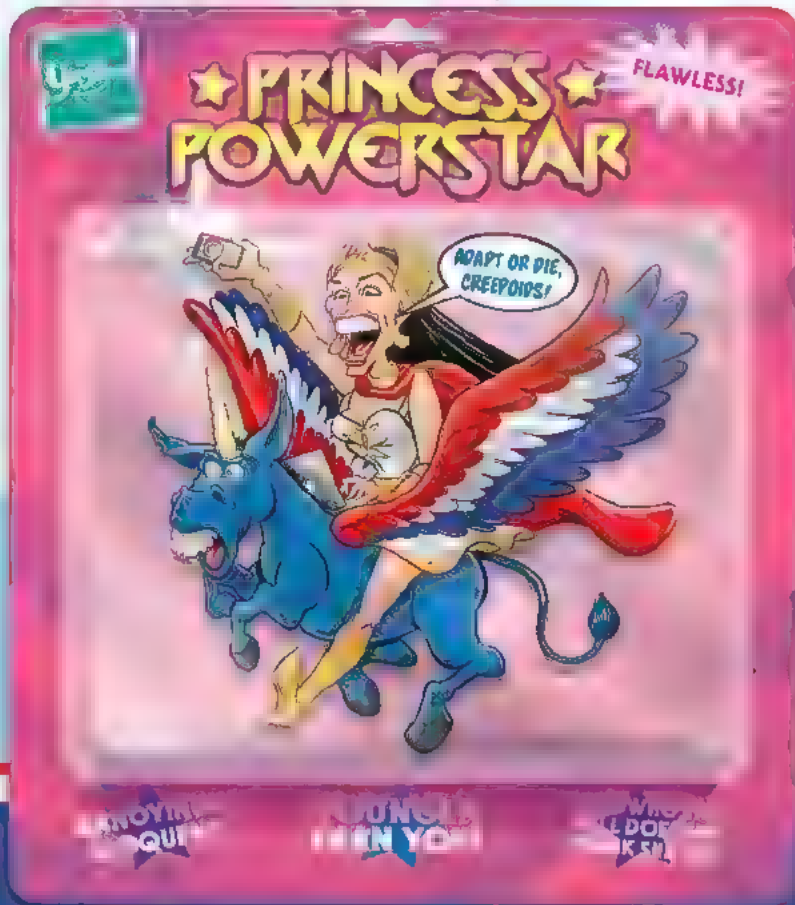
INCLUDES: Scathing & insightful **SOCIAL MEDIA POSTING ACTION™!**

Lindsey Graham is...



Good guy? Bad guy? It's fun to guess **GRIZZLIOR'S FAIR-WEATHER LOYALTY™** feature changes affiliation depending on the outcome of each battle, using an internal computer chip to haphazardly assume the beliefs of other nearby action figures!

Alexandria Ocasio-Cortez is...





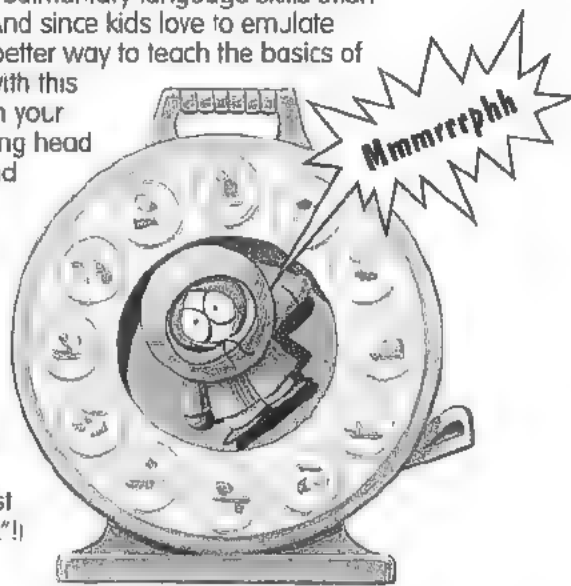
OH MY GOD! THEY SOLD KENNY! DEPT.

Cable subscribers, animation fans and fart joke lovers agree: "South Park" is the hottest show to hit the air in years. It's already Comedy Central's top-rated program EVER! (Of course, to do that, it only had to beat 1996's "Paul Rodriguez Presents: The Best of the Chuckle Hut.") Anyway, it's obvious that the powers-that-be won't rest until they've squeezed every profitable drop out of the series. They've already got more products out for you to buy than "South Park" episodes for you to watch! But will the greedheads stop at stickers, T-shirts, greeting cards, calendars, posters, caps? (Does Cartman share his Cheesy Poofs?) Comin' at you faster than Mecha-Leonard Maltin, it's...

SOUTH PARK

THE KENNY MCCORMICK SPEAK & SAY

Youngsters learning rudimentary language skills often need an extra boost. And since kids love to emulate their TV heroes, what better way to teach the basics of communication than with this educational toy? Watch your child imitate the spinning head of Kenny as it stops and says, "Mmmrrrphh," "Rrrrrrrrr rrrrrrrll," or "Fmmrrrrrr wrrrrrmmfff." Language can inspire and persuade, but it's never as powerful as when it's used to confuse and exclude. Your kids will say a big "thank you!" (At least, that first word MIGHT be "thank"!)



JIU-JITSU JESUS

Smite thine enemies with these loving, but paralyzing, action toys! Busted are the meek, as you deliver unto the Beast-master a good ass-whipping. Kiss your other cheek goodbye! He's back... and He's pissed! (Opponents Santa Claws and Stretch Satan sold separately.)



ODDBALL CELEBRITY COMEJO COLORFORMS

Leave the endless superstar wisecracks to the late-night talk shows. "South Park" goes after those hard-to-locate (or even recognize) targets, like Philip Glass, Patrick Duffy and Tina Turner. Now you can join the esoteric excitement with these Oddball Celebrity Comejo Colorforms. Comes with all your, um, favorites!



WRITER DESMOND DEVLIN ARTIST SCOTT BRICHER

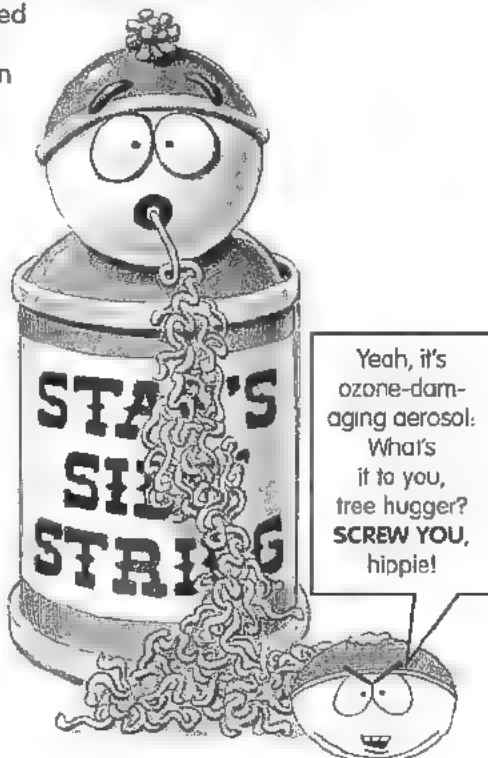


TOYS & PRODUCTS

Coming to a Shelf Near You!

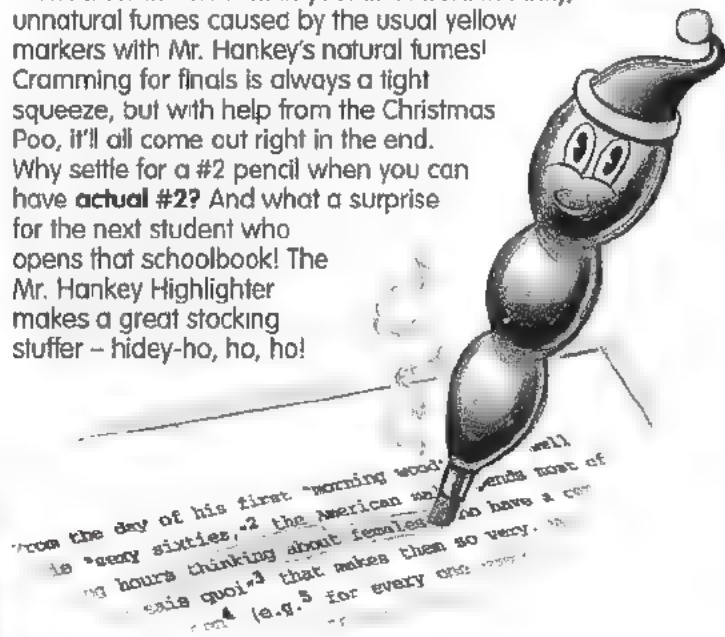
STAN'S SILLY STRING DISPENSER

Relive your first tentative, tender experience of romantically-induced projectile vomit, with this Stan Marsh-shaped can of Silly String! Press the nozzle in Stan's head, and BLUGGGGHHH!!! The way to a Stan's heart is through his stomach, and you'll be spewing chunks o' love for up to 25 feet! (Also available Kenny's Explosive Diarrhea Silly String Dispenser!)



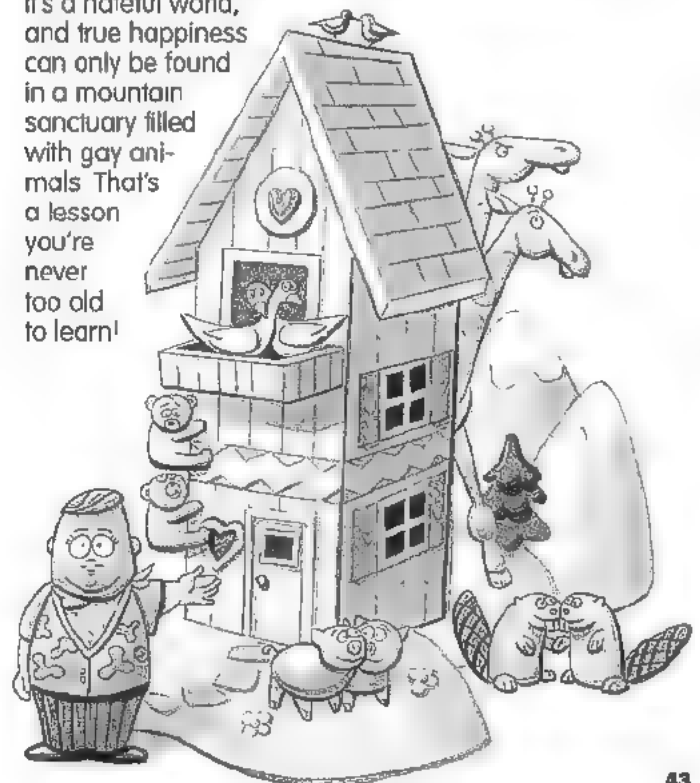
MR. HANKEY HIGHLIGHTER

Perfect for the student in your life. Avoid the inky, unnatural fumes caused by the usual yellow markers with Mr. Hankey's natural fumes! Cramming for finals is always a tight squeeze, but with help from the Christmas Poo, it'll all come out right in the end. Why settle for a #2 pencil when you can have **actual #2**? And what a surprise for the next student who opens that schoolbook! The Mr. Hankey Highlighter makes a great stocking stuffer - hidey-ho, ho, ho!



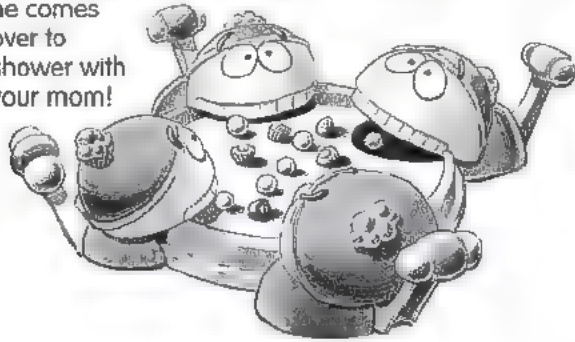
BIG GAY AL'S BIG GAY ANIMAL SANCTUARY ACTION PLAYHOUSE

Barbie and Ken's Malibu Dreamhouse just a little too stodgy? Dump the convertible, the swimming cabana and the 2.3 kids and move on up to the wildlife side! Whether you're a homo hippo, queer quail, or even a closet clam, you'll find full acceptance at Big Gay Al's! It's a hateful world, and true happiness can only be found in a mountain sanctuary filled with gay animals. That's a lesson you're never too old to learn!



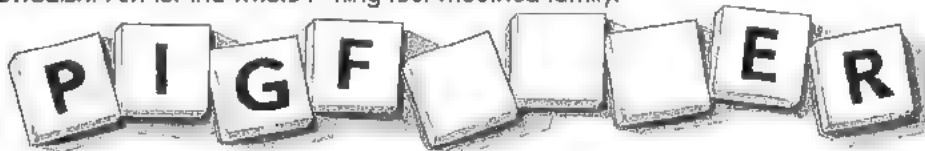
HUNGRY HUNGRY CARTMANS

You've gotta keep your fingers movin' and your mouth a flappin' in this fast-moving battle of reflexes and unpleasant gluttony! Scarf up more Cheesy Poofs and Snacky Cakes than your dildø opponents, and you kick ass! Totally! But let those hippies take what's rightfully yours, and all your barely-concealed feelings of worthlessness will spring to the surface. Play it with your friends, or with that hairy park ranger who you're supposed to call your uncle whenever he comes over to shower with your mom!



COMEDY CENTRAL SCRABBLE

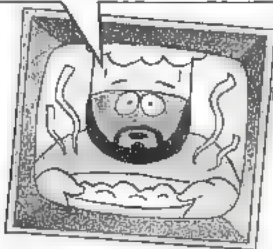
Like the classic Parker Brothers game on which it's based, Comedy Central Scrabble players combine luck and knowledge to form words and amass points. But since this is basic cable, this version includes a mere 75 letter tiles and over 300 blank ones so that your barely-bleeped words can be legally played! There's even one special umlaut tile so you can curse in Swedish! Fun for the whole f**king foul-mouthed family!



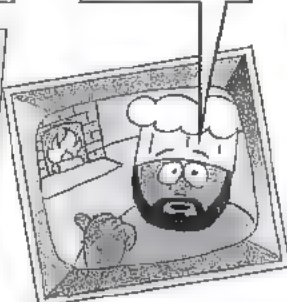
COOKIN' RUMPLESCRUMPTIOUS RECIPES WITH CHEF VIDEO

The taste of the school cafeteria in the comfort of home? Sounds too good to be true! But with this handy tape, you can enjoy somewhat flavorful sensations like Vegetable Medley or Salisbury Steak Casserole, just by following Chef's very private step-by-step instructions. Eat up, children! Here's Chef preparing one lip-smacking sample:

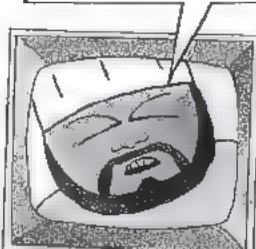
Okay, folks, next up is my famous Oyster Pot Pie in Love Gravy! This recipe serves two – or three, if you can swing it! You'll need: a dozen oysters, a chilled bottle of '97 chablis and a burnin' log of ove!



First, take the phone off the hook! Then, you heat the fireplace to 450 sweet degrees! And then .



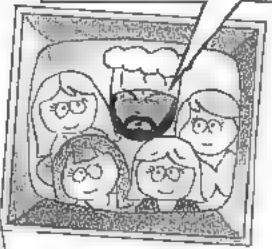
I'm gonna bend you over the hibachi! And then undo your zipper! You'll be Joanie to my love Chachi! Blast off to my Big Dipper!



But it's my meat thermometer that will really make you squeeee! And when I add some spices You'll know tonight is real!



Oh yeah, love, Love Gravy! I'm sayin' love, Love Gravy! Love, love, love gravy, yeah, Sweet mama, love gravy, give it, Give it, ugghh

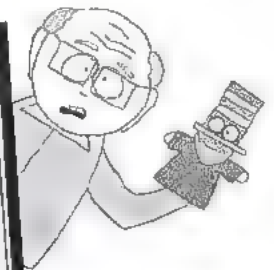


TRIVIAL PURSUIT: THE MR. GARRISON EDITION

TV, history, sports, music – it's all so laughably easy when the answers make empirical sense! But for those who want a real challenge, try the Mr. Garrison edition of the popular board game, featuring facts that exist only in the twisted, tormented mind of South Park's sickest educator. To keep up with his aberrant theories, you need to be just a little bit more than a trivia whiz – you need to be a functional lunatic! And remember, there are no stupid questions...only stupid people!

QUESTIONS

- (C) Who discovered France?
- (E) Why didn't *Scent of a Woman* win the Oscar?
- (H) What was the cause of America's Civil War?
- (AL) Which one of Shakespeare's works did he write while on the moon?
- (SN) What does the offspring of a pig and an elephant look like?
- (SL) Why does society treat its athletes better than its other citizens?



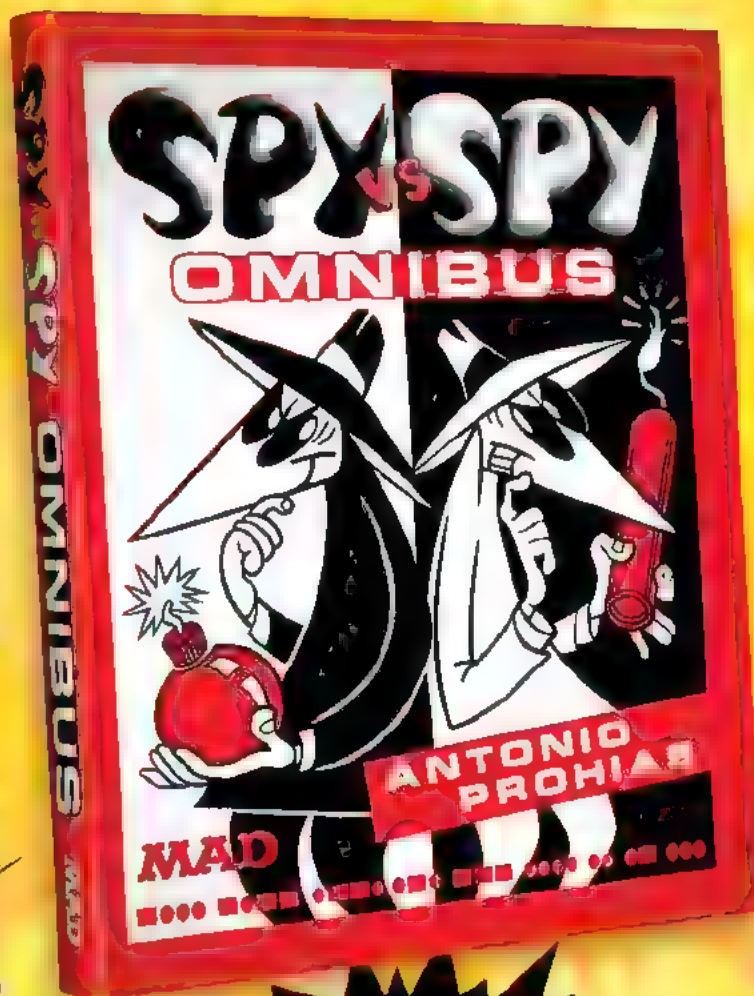
ANSWERS

- (C) Christopher Columbus, after he freed the Hebrews from Napoleon.
- (E) Because the Mafia controls Hollywood with a big fist.
- (H) Gay Mexicans.
- (AL) The original pilot for *Blossom*.
- (SN) That's not really important for you to know.
- (SL) Because they're better people.



YOUR ASSIGNMENT
IF YOU CHOOSE TO ACCEPT IT...
BUY THIS BOOK!

MAD



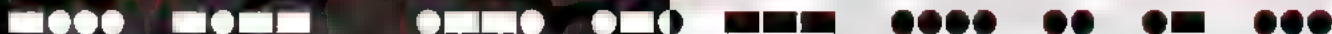
**KINDA
CHEAP!**

BOOM

THE DIABOLICAL QUD OF DOUBLE-CROSS
AND DECEIT RETURN TO PRINT IN THIS OMNIBUS
COLLECTING 10 YEARS OF SPY VS. SPY!

ON SALE IN OCTOBER

THIS AD WILL SELF-DESTRUCT IN 10 SECONDS!





QUICK DRAW BUFFAW DEPT.

There's a popular board game called "Pictionary" A rip-off of TV's "Win, Lose or Draw" (which is a rip-off of seconds to draw something while his teammates try to guess what it is. Anyway, We got to wondering what i MAD's so-called "artists" and see how *they* stack up against a 60 second stopwatch! Okay, so it's not such a g

PLAY PICTONARY V

HITLER'S MOTHER



John Caldwell



Jack Davis



Mort Drucker

FRANK PERDUE'S LIVING ROOM



Dave Berg



Don Edwing



Bob Jones

GLUTTONY



Sergio Aragones



Bob Clarke



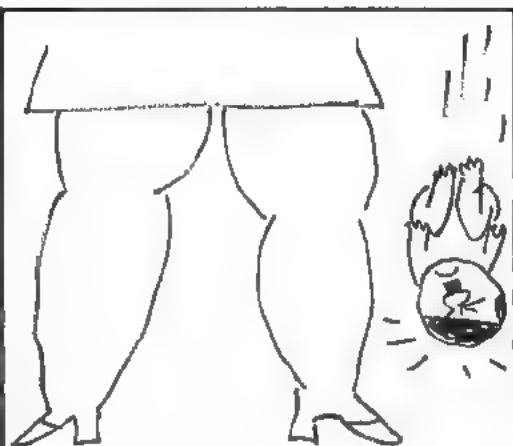
Paul Coker

of the old parlor game "Charades"), a player has 60 seconds to think about, and 60 seconds to draw, each item listed. No words or symbols could be used.

THE RULES: Each MAD artist was sent a sealed list of things to draw. They had five seconds to think about, and 60 seconds to draw, each item listed. No words or symbols could be used.

WITH THE MAD ARTISTS

WRITER J. PRETE



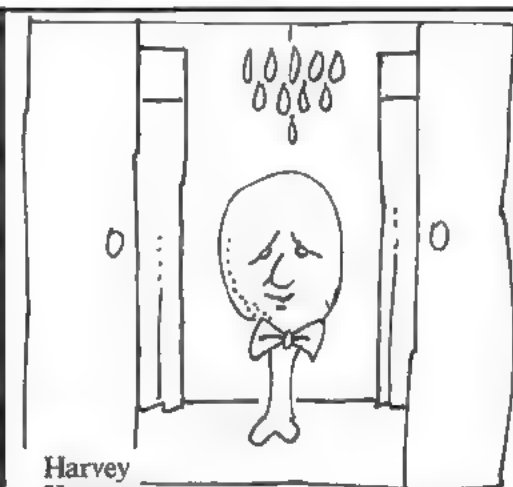
Al Jaffee



Sam Viviano



George Woodbridge



Harvey Kurtzman



Paul P. Porges

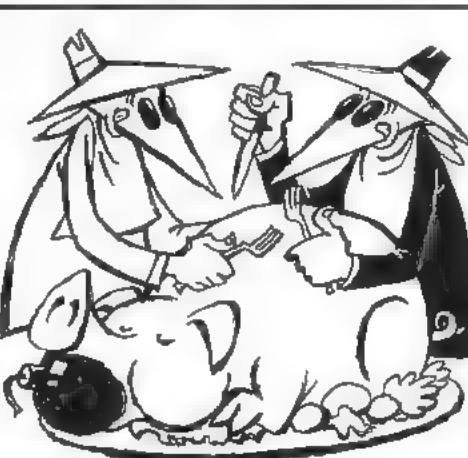


Angelo Torres

ORIG NALLY PUBLISHED IN MAD #294 JAN 1989



Gerry Gersten



Antonio Prohias



Richard Williams



LIGHTS, CAMERA,
ACTION FIGURE DEPT.

The LEGO Movie was an important step for the Danish toymaker in its plans for movie, books and parental foot injuries. It had never been a player in Hollywood. But now it would have been natural to get it in Times Square, if you don't believe us, just check

Why the **LEGO MAN** Was



Like the majority of actors in L.A., he's mostly plastic.



His lack of genitalia will give the tabloids plenty of fodder.



He's better than Daniel Day-Lewis at "becoming" his character.



He won't have a problem sitting during all the lame talk-show

domination: while LEGO has long been known for its video games, that a LEGO film has become a reality. It seems obvious that the brand and movie industry (because the pieces will snap together) represent

Made for **HOLLYWOOD**



His fake hair is more realistic than John Travolta's.

WRITER MIKE MORSE ARTIST SCOTT BRICHER

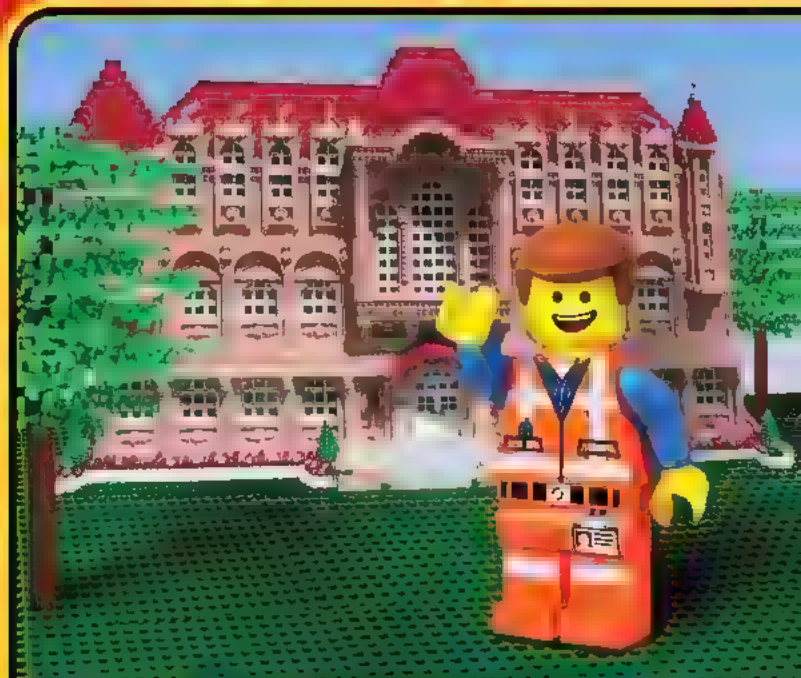


there with a painted-on smile interviews he'll have to do.



Even though he's an inanimate object made from synthetic material, he still has greater emotional range than Kristen Stewart.

ORIGINALLY APPEARED IN THE FEBRUARY 2014 ISSUE



He'll be able to build an amazing Beverly Hills mansion for about 150 bucks.

Isn't that cute?! Timmy has all his toy vehicles lined up in front of his toy Gas Station! His imagination is being influenced by current events!

Oh, yeah! It's NOT imagination!

I've got a REAL energy crisis!

NO GAS...?? chuckle-chuckle

NO BATTERIES!!



BERG'S EYE VIEW DEPT.

THE LIGHTER SIDE OF...



Roller skates have sure changed since I was a kid! They used to have small metal wheels that always wore out... and we had to use skate keys to clamp the skates to our regular shoes...

Today, they're attached to colorful high shoes with racing stripes! They have double-cushioned chassis for a smoother ride, large plastic wheels with sealed bearings for longer wear, and built-in toe-stoppers for full-control braking!

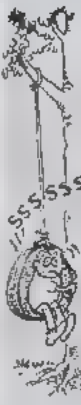
Yep, things sure have changed!

Not everything!

They STILL have the same ol' built-in FLOP...!!



WAP!



Wow! What a snazzy car! The dashboard looks like a jumbo jet cockpit!

It's my "play thing"! I've been working on it for a year! It has every kind of gadget!

CB Radio, Police Radio, Car Phone, Cassette Player, Blaupunkt AM-FM Quadraphonic Stereo Set, Cassette Player, Television Set, Computer Map, Radar Detector, Portable Bar, Cruise Control, Automatic Dimmer, Vibrating Carpet, Light Sensor...

Wowwee!! You gotta take me for a ride in this beauty!!

Sorry! I—I can't...!

There's no room for a passenger!!



TOYS

WRITER & ARTIST DAVE BERG

Oooops...!

OWWWWWW!

What happened?

This kid fell off his skate board! Those darn things are dangerous!

I don't think anything is broken, but it could be a tiny crack or a green stick fracture!

Listen, kid... I think you ought to hurry down to the Emergency Room at the hospital, and get checked out!

Good idea!!

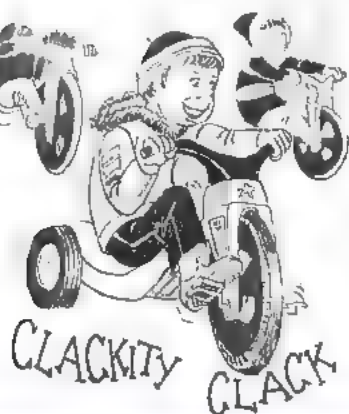


Oh, boy . . . I love ridin' on these little hot cycles!!
I love makin' believe I'm a good guy Motorcycle Cop, chasin' after the bad guys!

I love makin' believe I'm a Jet Pilot, breakin' the sound barrier!

I love makin' believe I'm a Space Cadet, shootin' down Darth Vader!

I just love makin' lots of NOISE!!



Hello, Doctor? This is Mary Lou Jenks! My Dolly isn't feeling very well!

What seems to be the trouble?

I think she has a fever and a bad tummy ache!

Give her two aspirins and call me in the morning!

But she's upchucking all over the doll house, Doctor! Could you come right over?

Sorry . . .

I don't make Doll House calls!



Package for Jimmy Kaputnik!

For ME?! Oh, boy!!

Oh dear! It's damaged . . .!!

WAA!

What are you crying about?

The Delivery Man broke my toy . . .

. . . before I could!!



Grandpa, buy me that

It's a cheap plastic toy that won't last!

When I was a kid, every-
thing was made of metal!
It lasted for years!!

But
I
WANT
it!

Well, okay, even though
it's against my better
judgement! Er—charge it!
I STILL hate plastic!

So why are you using
plastic money???

How nice!
Another
article of
clothing!

What's nice about it?
All I got for Christmas
was lots of clothes ...
and one lousy dart gun!

Clothes are actually
very practical gifts!
Make the most of them!

Don't
worry!
I will!

BANG! BANG! BANG!

Look, Daddy . . . a "Star Wars"
set! It's got a Tie Fighter,
a Land-Speeder Rocket, and X-
Wing Fighter, a Laser Rifle,
R2D2, C-3PO, a Light Saber
. . . and everything! Can I
have it, Daddy? Can I . . . ??

It's pretty
expensive!
don't
know if it
will fit
into our
budget . . .

Huh, Daddy?
Can I have
it? Can I??

I'll let
you know in
a minute!!

I ask him a big important
question, and all he does
is take out his card-size
digital clock-calendar-
alarm-pocket calculator!!

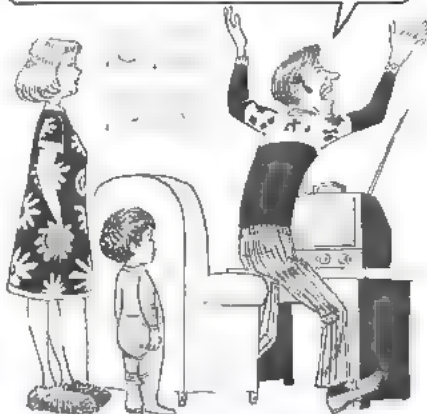
Your Daddy is playing
with HIS toy . . . trying
to figure out if you can
pay with YOUR toy!

I can't sleep without my Teddy Bear!

Joe... go get him his Teddy Bear!

WHY ME? All the time, me! Here I am in a nice comfortable chair, watching my favorite show, and have to get up and schlep a Teddy Bear! Why does he have to be so darn insecure? When he grows up, will he STILL be sleeping with his stupid Teddy Bear?

You make the biggest fuss over the littlest things!



Hi, there! I'm a puppet... and I can talk!

The HECK you can!

But you hear me talking!

That's not YOU doing the talking!

You're nothing but a stupid toy made of plastic and cloth and ping-pong eyes! You're not a person... you're a THING!!

Then why are you talking to me??



ORIGINALLY PUBLISHED IN MAD #212 JAN 1980

Daddy! Daddy! Look what Mommy bought me! It's a real fun toy!

You call that a fun toy?!

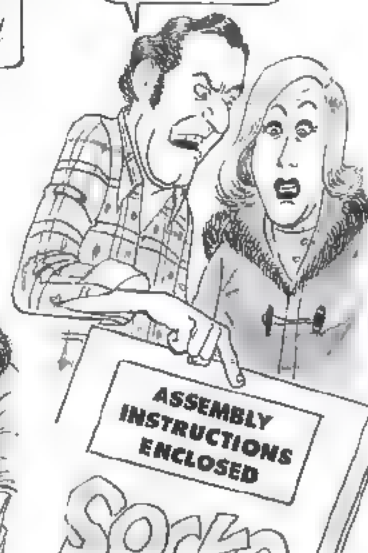
To me, it's a miserable, frustrating, exasperating, sweat-inducing, pain-in-the-neck, UNFUNNY toy!

Gee, what makes you think it's NOT a fun toy?

It SAYS so right on the box!!

Well, I don't see any such thing!! Where does it say it's not a fun toy?

Right THERE!!





When Ken and Barbie decided to call it quits, it shattered the hearts of millions of devoted fans (notice we said "devoted" and not "particularly bright"). But most painful of all, no real explanation was given. However, while rooting through the dumpster behind Barbie's Dreamhouse (as is our custom on a Friday night), we discovered .

BARBIE'S "DEAR JOHN" LETTER TO KEN

From the
Desk of

Barbie

Dear Ken,

It's over. After 43 years of waiting for you to commit, I realized I wasn't getting any younger. Of course, I'm not getting any older, either. But I still think we need to see other dolls and action figures. It's time to play the field.

Since we started dating, I've been a fashion designer, an astronaut, an animal doctor, a rock singer, an actress, a painter, a firefighter, a paleontologist, a pilot, a Marine, a lifeguard, a ballerina, a dentist, a stewardess, a sales clerk, and a candidate for President. What have you ever done?!?

Being a plastic boy toy is no way to spend a life, Ken. It's time for you to get real.

I still remember the night I came home early to our hot tub and bathworks playset, and found you there, naked, with G.I. Joe. You said it was innocent, that you'd only stripped off each other's clothes because a kid drew all over them in purple magic marker. And I took a chance and believed you. After all, neither one of you have a shween. But I had doubts.

Then, after I found a pair of raggedy panties inside the glove compartment of your fun time convertible, I had some major life decisions to make. Decisions even harder than "strawberry lip gloss or neon?"

And I came to realize that I have some self-esteem issues. I'm famous, I'm rich, I'm an icon, and still I can't get a marriage proposal out of you after 40 years. Who do you think I am? Oprah? A girl can only stare at her disco lamp, her slide 'n splash pool, her karaoke kit with carrying case, and her other 43,000 possessions for so long.

We've grown apart. You've always treated me like I'm some kind of interchangeable bimbo, as if there are a billion other dolls out there just like me. Haven't I always maintained my 49-6-28 figure? Or am I just some kind of hollow plaything? How I've longed to hear those three little words from you, Ken, and I don't mean "no assembly required."

I need some shelf space. I feel like I'm suffocating inside a small cardboard box. I'm in pain, Ken, and not just from holding the same blank expression since 1961. I still have fake feelings for you. My love once burned as brightly as the 3-watt bulb in my oven. This breakup doesn't have to be forever. After we've had some time to think, after we've discovered where our lives are headed, and especially after the marketing department of Mattel milks the everloving piss out of this, we'll get back together. Probably just in time for the holiday season.

Party on,
Barbie



WRITER DESMOND DEVLIN



LAME-BRAIN GAMES DEPT.

ONE REASON THIS FEATURE WAS CREATED IS BECAUSE **MAD** READERS ARE BRILLIANT, INTELLIGENT YOUNG PEOPLE WHO MIGHT ENJOY SOMETHING CHALLENGING LIKE THIS. ANOTHER REASON IS THAT THEY ARE ALSO LAZY SLOBS, AND DOING THESE PUZZLES IS ABOUT AS EASY AS WATCHING TV ALL DAY!

MAD'S PUZZLE PAGE

WRITER & ARTIST AL JAFFEE

FIND THE NEEDLE

WE'VE HIDDEN A **NEEDLE** SOMEWHERE IN THIS **STACK**! CAN YOU FIND IT? LET'S SEE HOW **SHARP** YOU ARE!



ANSWER:

COULDN'T FIND IT? BOY, ARE YOU BLIND! THIS IS NOT A **HAYSTACK**! IT'S A BIG **PILE OF NEEDLES**! NOW DON'T YOU FEEL LIKE A DUMB STUPID IDIOT!

OPTICAL ILLUSION

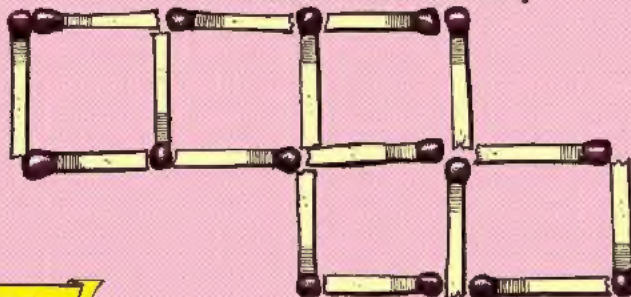


STARE AT THIS BLACK SPOT FOR SIX HOURS WITHOUT BLINKING. THEN TRY TO LOOK UP THE NAME AND THE NUMBER OF A GOOD EYE DOCTOR IN THE PHONE BOOK. YOU WON'T BE ABLE TO DO IT, BECAUSE EVERYWHERE YOU LOOK YOU'LL SEE BLACK SPOTS. YOU MAY ALSO SEE DOUBLE. THIS IS CALLED AN "OPTICAL ILLUSION". AFTER YOU HAVE HAD ENOUGH OF THIS FUN, GET SOME FRIEND TO CALL AN EYE DOCTOR FOR YOU. OTHERWISE, YOU MAY WIND UP WITH THIS EYE TRICK PERMANENTLY!

EXCERPT ORIGINALLY PUBLISHED IN MAD #100, JAN 1966

SOLVE THE MATCH PUZZLE

THESE MATCHES ARE ARRANGED TO FORM **FIVE SQUARES**. CAN YOU MOVE JUST **TWO** OF THESE MATCHES, AND END UP WITH ONLY **FOUR SQUARES**?

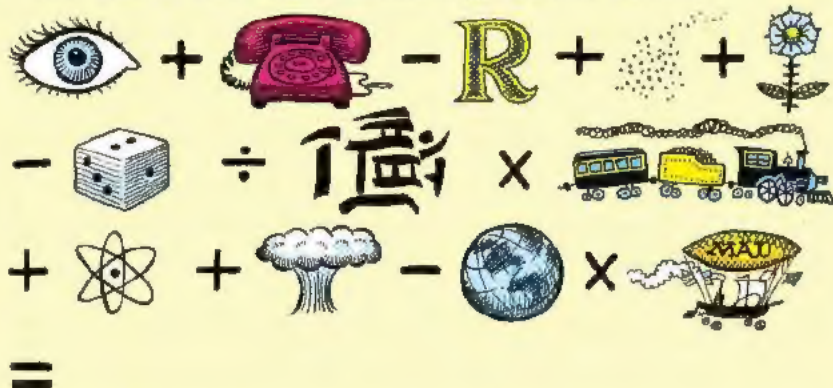


ANSWER:

OF COURSE YOU CAN'T! THESE MATCHES ARE **PRINTED** ON THIS PAPER, AND IT'S **IMPOSSIBLE** TO MOVE THEM!

ROLICKING REBUS

IDENTIFY THE PICTURES, ADD AND SUBTRACT THE LETTERS AS DIRECTED, AND SEE IF YOU CAN DISCOVER THE MAGIC WORD.



IF YOUR ANSWER IS "ANTIDISESTABLISHMENTARIANISM", BETTER CHECK YOUR ARITHMETIC. IF YOUR ANSWER IS "BRTXNTLBE", YOU MADE THE STUPID MISTAKE OF IDENTIFYING THE LITTLE DOTS IN PICTURE FOUR AS "ANTS", WHICH THEY ARE NOT. ACTUALLY, THEY'RE JUST LITTLE DOTS. AND IF YOU SKIPPED DOING THIS PUZZLE ENTIRELY, YOU SHOWED RARE INTELLIGENCE.

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WHAT INFLUENTIAL
CHILDREN'S CHARACTER
WILL NEVER RECEIVE
THE RED CARPET
TREATMENT?

HERE WE GO WITH AN ALL-NEW MAD FOLD-IN

Love her or hate her, Barbie's impact on the world is undeniable. And with the recent success of her movie, big studios are securing the rights to other beloved brand names from our youth. However, there is one prominent character whose career has no chance of being resurrected. To see who that is, fold page in as shown.

SWIPE FROM B TO A TO FOLD

A



B



A

B



MAJOR FILM STUDIOS ARE JUMPING WITH JOY. THE HUGE SUCCESS OF THE BARBIE MOVIE CAME AS NO SURPRISE AS PEOPLE SEEM TO REVEL IN NOSTALGIA. OTHER ICONS ARE SURE TO HIT THE BIG SCREEN—JUST NOT THIS ONE.

A

WRITER & ARTIST JOHNNY SAMPSON

B

Mauliboo

Alfred

YOU GET ALL THIS!*

★ Extra-Stiff Visor

Because a full hat is too much commitment!

★ Hawaiian Shirt

Hideous print hides stains from leaky tiki drinks!

★ "Sun-Off" Sunscreen

SPF 3000...prevents burns, not freckles!

★ Dark Shades

To hide the WORRY!

★ "Banana Hammock" Speedo

With mini-banana, of course!

★ Extra 6-Pack of Abs

Wait...extra?

★ Beach Towel

For snappin' and nappin'!

*May or may not be as seen on front of box.

U.S. Coverage Sold Separately

BUT WAIT, THERE'S MORE!

*Probably, but really, really not, it's a really nice gift!

★ Stick-on Facial Hair

Worked for MOD Ken, works for MAD Alfred!

★ Sweatbands

Always let them see you sweat!

★ Prosthetic Tooth*

For giving in to society's beauty standards!

*Tooth enlarged to show detail

★ Fur Coat

Too hot to wear, but looks too cool not to!

★ Spandex Jumpsuit

For showing off those non-genitals!

★ Cowboy Boots with Spurs

For kickin' butt when mocked for donning all this stuff!

★ Mali'Barf Bag™ with Glittery Gag Vomit

Because plastic + pink = Barbie-friendly!

*Until she sees Alfred in his "banana hammock." ECCCCCH!



A MAD TOY PARODY

ARTIST KIRA SHAIMANOVA
WRITER PAULA SEVENBERGEN

Alfred wants to impress his beach date, Barbie—and with these ecch-essories, he's sure to fail! But that's okay, because no matter how many subversive movies about criticizing the patriarchy Barbie makes, she'll never outdo Alfred's magazine at cultural critique! Now who's ready for some bum-in-the-sun fun??



WHAT INFLUENTIAL
CHILDREN'S CHARACTER
WILL NEVER RECEIVE
THE RED CARPET
TREATMENT?

SWIPE FROM B TO A TO FOLD



JOE
CAMEL

